

# Assertive Communication

**Both at work and at home, communication that is not assertive can waste time and create emotional strain. This may mean we are either too aggressive or passive in the way we come across to others. If we can learn to express our views and feelings honestly and appropriately, our voice is more likely to be heard, and we are more likely to achieve the outcomes we want, as well as create an environment that is conducive to long-lasting and meaningful relationships. True assertiveness is based on respect both for ourselves and for others; acquiring assertiveness skills helps us interact with others more effectively, leading to co-operation rather than conflict.**

## Program Content

- The nature of assertion
- The physiology and psychology of our behavioural patterns
- Behaviour types (direct/indirect, aggressive, passive, assertive) and their potential impact
- Self-esteem, the heart of assertion and its connection to confidence
- Assertiveness techniques, including the 'Broken Record' technique
- Techniques for re-framing thinking, feelings, and modifying verbal and non-verbal behaviour
- Achieving the 'Win-Win' solution
- Individual development and practice of assertive behaviour
- Developing a personal assertion charter

## Program outcomes

As a result of this program individuals will be able to:

- Choose more effective ways of handling difficult situations e.g. disagreement, performance management, problem resolution etc
- Recognise negative behaviour in themselves and others
- Understand the benefits of open communication
- Make and refuse requests with greater confidence
- Use a range of techniques for handling disagreement and diffusing confrontation
- Work more constructively and harmoniously with others
- Adapt their verbal and non-verbal communication to create win:win solutions
- Enhance personal internal and external relationships with customers and colleagues
- Maintain control of their lives and acknowledge their own self-worth
- Express their emotions in acceptable ways & achieve what they want without upsetting other people

## The program is designed to be

- Highly practical and participative, and
- Provide a number of practical opportunities to put the learning into practice.

## Who should attend?

- Individuals whose fear of rejection or of 'rocking the boat' prevents them from speaking out or expressing their needs and views clearly.
- Individuals whose determination to 'win' causes them to alienate others
- Individuals who find themselves feeling uncomfortable in conflict situations

## Program Duration

2 days