

AMA-2528: Assertiveness Training for Women in Business

Course Code: 2528

Duration: 4 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

AMA's assertiveness training for women gives you the opportunity to practice fundamental assertiveness skills and to share your concerns with other women in a supportive and encouraging learning environment. You'll assess your leadership style and then apply the new skills and tools you learn directly to one of your own challenges, receive feedback, and refine your skills through videotaped practice. Return to work with a complete and flexible plan for achieving the kind of assertiveness your position demands.

SKILLS COVERED

After taking this course, you should be able to:

- Recognize the characteristics of the four assertiveness styles
- Assess your individual assertiveness style and its effectiveness
- Demonstrate assertiveness techniques using supportive communication behaviors
- Develop an action plan to overcome at least two personal obstacles to assertiveness
- Learn how to capitalize on the strengths of your leadership style—and minimize weaknesses
- Flex your leadership style preference to interact most effectively and assertively with others
- Incorporate assertiveness techniques into everyday practices

WHO SHOULD ATTEND?

Female business professionals who want to strengthen their assertiveness techniques, alleviate weaknesses and improve their communication skills as they relate to being assertive in business.

PREREQUISITES

There is no prerequisites required to attend this course.

MODULES

Module 1: Lesson 1

Assertiveness Overview

- Define Assertiveness
- Distinguish Among Passive, Assertive, and Aggressive Verbal and Nonverbal Behaviors
- Identify Personal Work Situations and Obstacles That Challenge Assertive Behavior
- Discuss How Socialization Affects Your Behavior in the Business Environment

Assessing Yourself

- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Learn to See the Relationship Between Your Values and Your Behavior
- Analyze How to Handle Compliments More Comfortably
- Describe the Assertive Components of Becoming "Comfortable in Your Own Skin"

Module 2: Lesson 2

Assessing Yourself (cont'd)

- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Learn to See the Relationship Between Your Values and Your Behavior
- Analyze How to Handle Compliments More Comfortably
- Describe the Assertive Components of Becoming “Comfortable in Your Own Skin”

Assertive Techniques and Practices

- Demonstrate a Five-Step Model to Express Assertive Language
- Describe Six Special Assertive Techniques: Broken Record, Fogging, Negative Assertion, Negative Inquiry, Free Information and Self-Disclosure
- Say “No” and Survive
- Respond to Common Put-Down Statements

Module 3: Lesson 3

Assertive Techniques and Practices (cont’d)

- Demonstrate a Five-Step Model to Express Assertive Language
- Describe Six Special Assertive Techniques: Broken Record, Fogging, Negative Assertion, Negative Inquiry, Free Information and Self-Disclosure
- Say “No” and Survive
- Respond to Common Put-Down Statements

Key Communication Skills Necessary for Assertiveness

- Identify the Three Components of Communication and Factors That Influence Their Impact
- Differentiate the Verbal and Nonverbal Communication Styles of Men and Women

- Listen Assertively • Handle Feedback and Criticism Effectively

Module 4: Lesson 4

Key Communication Skills Necessary for Assertiveness (cont’d)

- Identify the Three Components of Communication and Factors That Influence Their Impact
- Differentiate the Verbal and Nonverbal Communication Styles of Men and Women
- Listen Assertively
- Handle Feedback and Criticism Effectively

Overcoming Obstacles to Achieve the Desired Personal and Professional Balance

- Pinpoint Personal Internal Obstacles to Assertiveness, and Develop Strategies to Overcome Them
- Name at Least Five Techniques to Deal with Anger
- Identify Techniques for Preventing and Coping with Stress
- Apply a Four-Step Model to Improve Your Personal Level of Work and Life Balance
- Discuss the Nature and Value of Women’s Support Networks and Resources

Action Plan

- Develop an Assertive Approach to Two Current Challenging Situations
- Establish an Action Plan for Achieving Your Goals

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