



Assertive Communication

Assertive communication is effective communication. It's the ability to express positive and negative ideas and feelings in an open, honest and direct way. It enables you to deal confidently and successfully with the people around you. Assertive people feel in control, make balanced decisions and reach their goals.

Assertive people communicate self-respect and respect for others. They build co-operation within a team and achieve goals. They are good communicators and better decision makers. They make their point persuasively and find a mutually satisfying solution where conflict exists. This dynamic course will increase your confidence and self-esteem and make you feel good about yourself and others.

Delegates will learn:

- ⊕ **What is assertiveness?**
- ⊕ **How to recognise different behaviours: direct aggression, indirect aggression, submissive and assertive behaviour.**
- ⊕ **6 characteristics of assertive communication.**
- ⊕ **The importance of "I" statements.**
- ⊕ **How to keep people working with you not against you.**
- ⊕ **How to use body language and voice control.**
- ⊕ **How to handle conflict.**
- ⊕ **How to project a confident, positive image.**

"Nothing on earth can stop the individual with the right mental attitude from achieving their goal; nothing on earth can help the individual with the wrong mental attitude" W.W. Ziege

Assertive Communication

1 Day

*'Loved the informal
approach. Much more
meaningful'*

*'Engaging, Personal –
10/10!'*