



DEVELOPMENT
THROUGH
MANAGEMENT
EDUCATION

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Assertiveness Training

Assertive behaviour enables individuals to stand up for themselves without resorting to passive or aggressive approaches.

Assertiveness enables individuals to maintain self-respect whilst commanding the respect of others.

Objectives

After successful completion of this course, participants will be able to:

- Recognise the difference between aggressive, assertive and passive response styles
- Understand some psychological techniques of persuasion
- Identify strategies for handling aggressive responses in others
- Implement a variety of assertive techniques
- Use assertive verbal and non-verbal skills more effectively in business and personal situations

Benefits

For the participant, a feeling of being empowered to assume leadership functions.

For the organisation, improved productivity and communication.