

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2528](http://www.amanet.org/2528)

# Assertiveness Training for Women in Business

## Speak out with confidence—while getting the respect you deserve

Assertiveness is one form of communication that, when used effectively, can make almost every aspect of your job and life better—but knowing which tools and techniques to use, and how and when to use them, is critical. The unique challenges women face in business make the effective use of assertiveness skills essential for survival and advancement. With these skills, you can increase the likelihood that you will send the right signals and get the right responses. They can help you command respect while being respectful, and handle almost any situation you're likely to encounter without seeming overbearing.

This seminar 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.

### How You Will Benefit

- 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

### What You Will Cover

#### Foundations of Assertiveness

- Distinguishing between passive, assertive, and aggressive behaviors
- Discussing how socialization affects your behavior in the business environment
- Identifying personal work situations and obstacles that challenge

assertive behavior

### **Assessing Your Assertiveness**

- Identifying your assertiveness style preferences
- Assessing and identifying strengths and weaknesses of your assertiveness style
- Knowing how value systems impact your assertiveness
- Identifying ways to reduce role conflict

### **Getting Comfortable in Your Own Skin**

- Exploring the assertive components of becoming comfortable in your own S.K.I.N. (Support self-esteem; Know self; Initiate dialogue; Negate negative self-talk)

### **Assertive Communications Skills**

- Understanding the three components of communication and factors that influence their impact
- Differentiating the verbal and nonverbal communication styles of men and women
- Applying active and reflective listening skills to build assertive skills
- Listening and responding assertively to feedback and criticism

### **Assertiveness Techniques and Practices**

- Demonstrating a five-step model to express assertive language
- Exploring four special assertive techniques: broken record, fogging, negative assertion, and negative inquiry
- Saying “no” and surviving
- Responding to common put-down statements
- Videotaping practice sessions

### **Assertive Case Study Workshop**

- Reviewing the uses of strategic tools, models and techniques
- Applying assertiveness techniques to analyze and plan around your own must-solve situations
- Receiving feedback on your plan for addressing your must-solve situations

### **Assertiveness and Leading**

- Assessing leadership styles
- Understanding five dimensions of centered leadership
- Identifying new ways to use assertive leadership in your personal and professional life

### **Leading a Balanced Life**

- Techniques for dealing with anger
- Preventing and coping with stress

- Identifying and coping with stress
- Applying a four-step model to improve personal level of work and life balance
- Discussing the nature and value of women support networks and resources
- Planning for continuing assertiveness growth

## Who Should Attend

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

## Special Feature

### eCoaching

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

For female business professionals comfortable with their assertiveness skills who are looking to develop the best possible leadership style to fit the positions they want, see Leadership Development for Women (seminar #2010).

## Schedule

- [3] days - \$2,495 Non Members
- [3] days - \$2,245 AMA Members
- [3] days - \$2,083 GSA

## Credits

18 PDU /21 CPE/18 PDU\_L  
1.8 CEU

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