

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/2188](http://www.amanet.org/2188)

# Assertiveness Training

## Gain more confidence, decisiveness and respect with assertiveness training!

As bad economic news creates upheaval and uncertainty in the workplace, it's never been more important to know how to assert yourself effectively. In this seminar, you will learn powerful tools for improving your assertiveness skills to help you deal with conflict at all levels in the organization, discover techniques on how to be an assertive communicator, acquire ways to handle receiving and giving feedback and address business etiquette when professionalism and assertiveness are required. You'll assess your areas of strength and growth in this critical skill and understand how social styles affect assertive behaviors and benefit by learning steps for conflict resolution. Overall enhance your assertiveness skills for immediate on-the-job use!

### How You Will Benefit

- Gain the essentials of assertiveness
- Practice assertive behaviors through verbal, vocal and visual techniques
- Address assertiveness issues in both your personal life and business life
- Learn the nuances of etiquette and how it relates to assertiveness and self-esteem
- Apply your newly learned assertiveness skills to relevant on-the-job situations

### What You Will Cover

- Differences in behavioral styles—passive, aggressive and assertive
- Identifying techniques for improving self-esteem
- Improving communication with different social styles
- Risks and benefits in becoming assertive
- Factors that influence your level of assertiveness
- The role of social styles in assertive communication
- A five-step model for conflict resolution
- Appropriate assertiveness in common workplace situations
- Achieving a healthy balance personally and professionally

### Who Should Attend

Associates, business professionals, team leaders and individual contributors who want to acquire the essential assertiveness skills.

### Special Feature

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.

## Schedule

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,984 GSA

## Credits

21 CPE/1.8 CEU

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