American Management Association's
Assertiveness Training

Learning Objectives

- Describe Behaviors That Distinguish Assertive, Passive, and Aggressive Behavioral Styles
- Assess Personal Areas of Strength and Areas for Growth Related to Assertiveness
- Demonstrate Assertive Behavior Using a Variety of Verbal and Visual Techniques
- Recognize Appropriate Opportunities for Assertive Behavior Related to Conflict Management and Business Etiquette in the Workplace

Assertiveness Fundamentals

- Assess Personal Areas for Improvement Related to Assertiveness
- Define Assertiveness
- Identify Characteristics and Behaviors Associated with Assertive Individuals
- Distinguish Among the Three Behavioral Styles: Passive, Assertive, Aggressive

Personal Influences on Assertiveness

- Describe Your Personal Strengths to Improve Self-Concept and Confidence
- Recognize the Role and Pattern of Lifelong Influences on Being Assertive
- Identify Techniques to Improve Self-Esteem
- Develop an Assertive Bill of Rights

Communication—Skills, Challenges, and Tools

- Identify Verbal, Vocal, and Visual Elements of Assertive Communication
- Use Appropriate Assertive Language and Techniques in a Variety of Written and Verbal Situations

Conflict Management

- Develop a Plan to Manage Conflict Using the AEIOU Communication Model
- Assess Your Current Comfort Level By Saying "No" to Others
- Identify Techniques for Interacting with Common Difficult Employee Types
- Practice Strategies for Saying "No"
- State Techniques to Overcome Reluctance When Initiating Requests

Appropriate Assertiveness in Workplace Situations

- State Assertive Responses to Challenging Situations Associated with Attending Meetings
- Develop Assertive Language for Receiving and Requesting Feedback from Others

Achieving a Healthy Balance—Personally and Professionally

- Identify Strategies for Action to Help Achieve a Balanced Life
- Develop an Assertive Approach to Two Current Challenging Situations
- Establish an Action Plan for Achieving Your Goals