

American Management Association's Assertiveness Training for Women in Business

Learning Objectives

- Define Assertiveness and Identify 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 and to Incorporate Techniques into Everyday Practices

Foundations of Assertiveness

- Define Assertiveness
- Distinguish Between Passive, Assertive, and Aggressive Behaviors
- Discuss How Socialization Affects Your Behavior in the Business Environment
- Identify Personal Work Situations and Obstacles That Challenge Assertive Behavior

Assess Your Assertiveness

- Identify Your Assertiveness Style Preferences
- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Discuss How Value Systems Impact Your Assertiveness
- Identify Ways to Reduce Role Conflict

Get Comfortable in Your Own S. K.I.N.

- Describe the Assertive Components of Becoming “Comfortable in Your Own S.K.I.N.”

Assertive Communication Skills

- Identify the Three Components of Communication and Factors That Influence Their Impact
- Differentiate the Verbal and Nonverbal Communication Styles of Men and Women
- Apply Active and Reflective Listening Skills to Build Assertive Skills
- Listen and Respond Assertively to Feedback and Criticism

Assertive Techniques and Practices

- Demonstrate a Five-Step Model to Express Assertive Language
- Describe Four Special Assertive Techniques: Broken Record, Fogging, Negative Assertion, and Negative Inquiry
- Say “No” and Survive
- Respond to Common Put-Down Statements

Assertiveness Case Study Workshop

- Review the Uses of Strategic Tools, Models, and Techniques
- Apply Assertiveness Techniques to Analyze and Plan Around Your Own “Must-Solve” Challenges
- Receive Feedback and Suggestions on Your Plan for How to Best Address Your “Must-Solve” Challenges
- Give Feedback and Suggestions to Others on Their Plans to Assertively Address Their “Must-Solve” Challenges

Assertiveness and Leading

- Assess Leadership Styles
- Discuss Five Dimensions of Centered Leadership
- Identify New Ways to Use Assertive Leadership in Your Personal and Professional Life

Leading a Balanced Life

- Name at Least Five Techniques to Deal with Anger
- Identify Techniques for Preventing and Coping with Stress
- Discuss the Nature and Value of Women Support Networks and Resources
- Plan for Continuing Assertiveness Growth