

# **American Management Association's Assertiveness Training for Women in Business**

## ***Learning Objectives***

- Define Assertiveness and Identify the Characteristics of the Four Assertiveness Styles
- Assess Individual Assertiveness Style and Its Effectiveness
- Demonstrate Assertive 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

## ***LESSON ONE***

### ***Assertiveness Overview***

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

### ***Assessing Yourself***

- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Learn to See the Relationship Between Your Values and Your Behavior
- Analyze How to Handle Compliments More Comfortably
- Describe the Assertive Components of Becoming “Comfortable in Your Own Skin”

## ***LESSON TWO***

### ***Assessing Yourself (cont'd)***

- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Learn to See the Relationship Between Your Values and Your Behavior
- Analyze How to Handle Compliments More Comfortably
- Describe the Assertive Components of Becoming “Comfortable in Your Own Skin”

### ***Assertive Techniques and Practices***

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

### ***LESSON THREE***

#### ***Assertive Techniques and Practices (cont'd)***

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

#### ***Key Communication Skills Necessary for Assertiveness***

- Identify the Three Components of Communication and Factors That Influence Their Impact
- Differentiate the Verbal and Nonverbal Communication Styles of Men and Women
- Listen Assertively
- Handle Feedback and Criticism Effectively

### ***LESSON FOUR***

#### ***Key Communication Skills Necessary for Assertiveness (cont'd)***

- Identify the Three Components of Communication and Factors That Influence Their Impact
- Differentiate the Verbal and Nonverbal Communication Styles of Men and Women
- Listen Assertively
- Handle Feedback and Criticism Effectively

#### ***Overcoming Obstacles to Achieve the Desired Personal and Professional Balance***

- Pinpoint Personal Internal Obstacles to Assertiveness, and Develop Strategies to Overcome Them
- Name at Least Five Techniques to Deal with Anger
- Identify Techniques for Preventing and Coping with Stress

- Apply a Four-Step Model to Improve Your Personal Level of Work and Life Balance
- Discuss the Nature and Value of Women's Support Networks and Resources

### *Action Plan*

- Develop an Assertive Approach to Two Current Challenging Situations
- Establish an Action Plan for Achieving Your Goals