

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

## ***Learning Objectives***

- Define Assertiveness and Its Key Characteristics
- Describe Your Individual Journey to Build Effective Assertiveness Competence
- Demonstrate Assertiveness Techniques Using Supportive Communication Behaviors
- Develop an Action Plan to Incorporate Assertiveness Techniques in the Workplace

## ***Foundations of Assertiveness***

- Define Assertiveness
- Distinguish Among 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

## ***Assertiveness and You***

- Identify Your Assertiveness Style Preferences
- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Practice Using an Assertive Communication Model
- Discuss How Value Systems Impact Your Assertiveness
- Identify Ways to Reduce Role Conflict

## ***Empowered and Assertively Responsive***

- Define and Assess Professional Self-Esteem
- Practice the Elements of Assertive Responsiveness
- Plan For Implementing Empowered Behaviors and Communication

## ***Assertive Communication Skills***

- Identify Effective Communication Skills That Exude Assertive Confidence
- Apply Active and Reflective Listening Skills to Build Assertive Skills
- Listen and Respond Assertively to Feedback and Criticism

### *Assertive Balance*

- Identify Techniques for Preventing and Coping with Stress
- Discuss the Nature and Value of Women Support Networks and Resources
- Plan for Continuing Assertiveness Growth

### *Assertive Techniques and Practices*

- Describe Four Special Assertive Techniques
- Say “No” and Survive

### *Assertiveness and Leading*

- Identify New Ways to Use Assertive Leadership in Your Personal and Professional Life