

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