

The Assertive You

Do you want your team members to be more assertive in challenging interpersonal situations at work? Assertiveness is about feeling confident, building rapport with colleagues and customers and working together to achieve win-win solutions.

During this interactive course, you will explore a three-step process to build strong foundations in professional confidence. You will understand your own strengths and limitations to respond more assertively, to be more persistent when influencing others to achieve shared goals and positive outcomes for the organisation.



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Objectives	Benefits
<ul style="list-style-type: none"> recognise the differences between aggressive, passive and assertive behaviour and know when to choose an assertive response. 	<ul style="list-style-type: none"> Participants will better understand drivers for behaviours in relation to themselves so that they are able to plan more assertive interactions in future.
<ul style="list-style-type: none"> communicate using assertive language, body language and tone to influence others 	<ul style="list-style-type: none"> Team members will know the features of assertive behaviour when communicating and have the tools for giving negative feedback effectively in interactions to improve performance.
<ul style="list-style-type: none"> say 'no' assertively and deal with criticism more effectively. 	<ul style="list-style-type: none"> Your organisation will benefit from a culture of professional assertiveness across all levels to support performance improvement.

- Establishing level course: Build strong foundations
- Experience: None needed
- Minimum CEFR Intermediate (B1) level English

The Assertive You - Course outline

Module	Competency
Assertiveness fundamentals <ul style="list-style-type: none">• Defining and identifying triggers for passive, aggressive and assertive behaviours• Analysing your assertive communication	<ul style="list-style-type: none">• Set goals to improve assertive skills by analysing and understanding behaviours in assertive communication.
Planning how to be assertive <ul style="list-style-type: none">• Understanding the 'WIN' process and defining wants and needs• Case study – wants, needs and possible options	<ul style="list-style-type: none">• Improve difficult conversations using frameworks to improve communication outcomes.
Communicating assertively <ul style="list-style-type: none">• Assertive verbal and non-verbal communication in low context and high context communication• Giving constructive feedback	<ul style="list-style-type: none">• Apply structure to giving feedback more assertively and relationship building.
Remaining assertive in difficult situations <ul style="list-style-type: none">• Dealing with criticism and saying 'no' assertively• Developing persistence in assertiveness	<ul style="list-style-type: none">• Develop plans to achieve assertiveness goals in the workplace by selecting tools and techniques for effective performance.