

Assertive Communication

Background

Effective and assertive communication is a skill that we can develop and improve. This programme will explore techniques to increase your assertiveness in everyday interactions, techniques for influencing others and core skills of effective communicators.

Learning Outcomes

By the end of this programme participants will be able to

- Recognise and be able to practice the skills and behaviours of assertive communicators
- Apply different influencing techniques assertively to your work
- Project confidence and assurance through verbal and non-verbal communication
- Develop increased self-awareness of how you manage your communications and influence approach with others

Workshop Format

The programme will be highly participative and include discussions, exercises and role-plays to address the objectives. The participants will be encouraged to interact and discuss the relevant areas to ensure that knowledge and skills are developed.

Workshop Content

- Introduction, objectives and expectations
- Understanding assertive communication. This section will explore the differences between assertive, passive and aggressive behaviours. How to recognise assertive communication; current behaviours that help or hinder assertive behaviour in different situations e.g. meetings, groups, one-to-one situations, influencing, with customers and colleagues.
- Core skills of assertive communicators:
 - Techniques to plan, prepare and structure your messages assertively and win hearings (i.e. other people will listen to your point of view)
 - Active listening: Understand how to listen actively and assertively to enhance two-way communication, create common understanding, build working relationships and respect; what stops you; how to overcome
 - How to use questions assertively to request information, seek feedback to enhance understanding of situations, other peoples' view points and ideas
 - How to disagree assertively
 - Paraphrase and summarise to clarify understanding and ensure that everyone has the same understanding of what has been said and/or agreed
 - Role of body language and voice tone in communicating/transferring accurate messages assertively
 - Developing positive self-image and self-talk

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- Influencing styles and techniques: Explore a range of influencing styles and approaches, how and when to use them; stakeholder analysis; how to manage the concerns, questions or objections of others and involve them in the discussions.
- Action Plan. Identify your main learning points along with what you will work on and how to build your assertiveness and skill set.