

# Assertiveness at Work

REED  
LEARNING

Communicate with your colleagues in a confident, self-assured manner



NEW! Now  
includes  
e-learning & MP3  
follow-up modules

## WHO IS IT FOR?

- Those who want to raise their profile and become more confident at work
- People who want to prevent or overcome antagonistic relationships with colleagues
- Anyone whose lack of assertiveness stands in the way of achieving their personal and professional goals

## WHAT WILL YOU GET OUT OF IT?

- Techniques to stand up for your own rights, wants and needs in any situation
- Renewed confidence to help you say what you really mean
- Skills to give a considered response to others, not just an emotional reaction

Book now

- 📞 0800 170 7777
- ✉️ [MORE.INFO@REEDLEARNING.CO.UK](mailto:MORE.INFO@REEDLEARNING.CO.UK)
- 🌐 [WWW.REEDLEARNING.CO.UK/AWK](http://WWW.REEDLEARNING.CO.UK/AWK)

What's more...

- 💧 Free refresher courses
- 📄 Course guarantee

# Assertiveness at Work

Two-day course, run across the UK, £899 + VAT

What's holding you back? Don't let self-limiting beliefs keep you from fulfilling your potential. On this course you'll learn to express yourself openly and honestly. You'll develop techniques to treat others firmly but fairly.



## WHO IS IT FOR?

This course is for anyone who needs to express themselves and work more effectively with other people. As a result, it's relevant to nearly any industry or job function, including:

- Administration and support
- Finance
- HR & training
- Sales, marketing and customer services
- All levels of management

## WHAT IS IT ABOUT?

The course is about getting the best from every situation through open communication, an understanding of your personal triggers and an awareness of other people's motivations.

Topics include:

- The characteristics of assertive behaviour
- Verbal and non-verbal communication skills
- Overcoming the fears and barriers that hold you back in your career

This course provides a blended learning approach, so delegates will also receive:

- Audio learning on mp3 with discussion of key topics
- eLearning refreshers of the content delivered to their inbox after the course

## WHAT WILL I GET OUT OF IT?

- Techniques to stand up for yourself in any situation
- The ability to calm aggression
- The confidence to overcome passivity
- Greater respect from others as you are able to make your point clearly, no matter how difficult the situation
- Methods to cope with challenging situations
- Improved listening and communication skills
- A better understanding of non-verbal communication
- A full, specific action plan to apply back at work

## E-LEARNING AND MP3 SUPPORT

Included in the price of this course are online and audio training modules to support your learning back at work. These modules offer a valuable reminder of key learning points and expand on relevant topics, to help strengthen your new skills and embed your new knowledge.

**You can complete the additional modules in your own time and remind yourself of the topics you need, wherever and whenever you need to. This helps you to more effectively transfer your learning back into the workplace.**

## DON'T JUST TAKE OUR WORD FOR IT...

**"I have to say I can be quite sceptical about coming on courses such as this, yet have definitely learnt a lot about myself."** Lucy Cornell, MTS Management Services Ltd

**"Best trainer I have had so far. Friendly and approachable, lots of knowledge of the subject. Highly recommended."** Victoria Richardson, PA, Andrews plc

**"Very useful course - can be applied inside and outside of work environment. Trainer was very helpful, understanding and friendly."** Kate Stubbs, Epos co-ordinator, JD Wetherspoons



# Course Programme

Includes eLearning  
and MP3s

Courses typically start at 9:30am and finish between 4:30pm and 5pm. Refreshments will be available throughout the day. Lunch and course notes are always included.

Delegates leave feeling confident to tackle difficult people and situations head on, with the skills to create positive, win-win outcomes.



**TO DISCUSS  
WHETHER  
THIS COURSE IS  
RIGHT FOR YOU,  
CALL OUR CUSTOMER  
SERVICE TEAM ON  
0800 170 7777**

## DEFINING ASSERTIVENESS AND BREAKING BAD HABITS

### Registration & coffee 9:30am

#### Defining assertiveness

- Understand what assertiveness really means
- Myths and truths - can you be too assertive?
- What you say and do versus who you are
- Explore the traits of assertiveness and other behaviours

#### Passive vs aggressive vs assertive

- Steadying the passive/aggressive pendulum
- Examples of the impact of aggressive and submissive behaviour
- Identifying non-verbal indicators of aggressive or submissive behaviour

#### Instinctive natural behaviour

- Perceived threats and fight or flight reactions - where do they come from?
- How behaviour breeds behaviour
- Increase your awareness of the physiological functions relating to aggression and submission

#### Self-perception

- Low self-esteem - the vicious cycle
- Realise and overcome the fears that hold you back
- Breaking bad habits and avoiding 'emotional baggage'
- Choosing your response to alter the outcome of an event

#### Applying assertiveness

- Case study - assertive behaviour in meetings
- Know your workplace rights
- Learn to say "no" rather than "no problem!"
- Saying no scenarios in practice

## DIFFERENT RESPONSES FOR DIFFERENT SITUATIONS, AND PUTTING IT ALL INTO PRACTICE

#### Review

- Identifying assertive behaviour
- Understanding the habit of passive or aggressive reactions
- Choosing your response
- Saying 'no' – practical exercises

#### The assertiveness toolkit

- Assertion techniques - six different levels of response to tackle any situation
- Action planning to use these tools in real life situations
- Understanding in order to be understood

#### Effective listening

- Why listening skills are so important
- How to listen actively
- Appreciating the motivations of other people

#### Effective communication

- The three Vs of communication
- Incogruent communication - practical exercise
- Developing verbal and non-verbal communication skills
- Showing confidence even when you don't feel it

#### Giving and receiving feedback

- The purpose of feedback - motivational and developmental styles
- Golden rules for giving feedback
- Agreeing and disagreeing
- Work through scenarios that provide opportunities to practice assertiveness skills in a safe, supportive environment

#### Summary of key learning points, action planning, and questions



#### Course title

Assertiveness at Work

#### Duration & cost

2 Days, £899 + VAT

Birmingham, Bristol, Leeds, London, Manchester

Several times per month

#### Code

AWK

Dull but important – This is your personal code, please quote it when booking

ICB/AWK

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LEARNING

Call us to book your place on  
**0800 170 7777** Book online at  
**www.reedlearning.co.uk/awk**

#### FOUR MORE GREAT REASONS TO ATTEND OUR ASSERTIVENESS AT WORK COURSE

- 1. IT'S PRACTICAL AND WILL DELIVER IMMEDIATE, VISIBLE RESULTS IN HOW YOU DEAL WITH OTHERS**
- 2. YOU'LL LEAVE FULL OF CONFIDENCE, READY TO PUT THE TECHNIQUES YOU'VE PRACTICED TO USE IN THE REAL WORLD**
- 3. ALL DELEGATES WILL GET E-LEARNING FOLLOW-UPS TO SUPPORT THEIR LEARNING**
- 4. THIS COURSE COMES WITH DOWNLOADABLE MP3 LEARNING MODULES**

#### SPACES ARE AVAILABLE NOW

You'll find the next scheduled dates online at [www.reedlearning.co.uk/awk](http://www.reedlearning.co.uk/awk) Alternatively, our customer services team are waiting to speak to you on **0800 170 7777** If you prefer, email any questions to [more.info@reedlearning.co.uk](mailto:more.info@reedlearning.co.uk) Call us today to book your place on this course.

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#### WHY CHOOSE REED LEARNING?

We are the UK's leading business training company – we run over 250 courses at venues across the UK, and every year we make over 20,000 people better at their jobs.

**Reliable** 99.5% of our delegates would recommend us to a friend or colleague.

**Professional** Over 30 years' experience coupled with seamless administration and a no quibble refund if you are not completely satisfied.

**Friendly** The most generous loyalty discounts in the industry, and you can attend your course again with our FREE refreshers.

**Innovative** The first training company to offer bite-size MP3 modules and pioneers in developing qualifications in partnership with leading academic institutions.

Visit our website [www.reedlearning.co.uk](http://www.reedlearning.co.uk) for details of other courses like Assertiveness at Work, including:

- Effective Communication
- Emotional Intelligence
- Negotiation Skills
- Discovering the Secrets of Self-Confidence

#### FREQUENTLY ASKED QUESTIONS

**Q Where will my course be held?**

**A** You can attend our Assertiveness at Work course from training venues across the UK.

**Q How will I know where to go and what to do?**

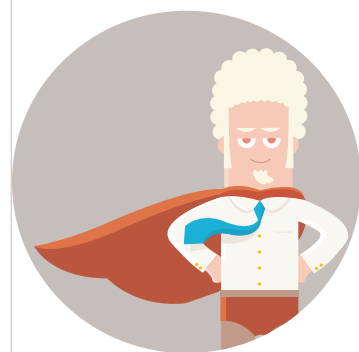
**A** You'll be sent comprehensive joining instructions. You can also access maps online at [www.reedlearning.co.uk/venues](http://www.reedlearning.co.uk/venues).

**Q How many people will be on my course?**

**A** This course rarely runs with more than 10 people in order to maintain the level of individual attention our experiential learning requires.

**Q Will there be lunch?**

**A** Of course! You will either enjoy a buffet in the training centre, visit a local restaurant with your fellow delegates or be given vouchers to use in the numerous eateries nearby. All options are included in the course price.



BOOK NOW 0800 170 7777 OR EMAIL [more.info@reedlearning.co.uk](mailto:more.info@reedlearning.co.uk) OR VISIT [WWW.REEDLEARNING.CO.UK/AWK](http://www.reedlearning.co.uk/awk)