



# Course Outline

Communication and Business Skills Series

*This outline is intended as a guide to the possible content of a course.*

*In practice, our courses are tailored to meet the requirements of our clients.*

## Assertiveness

### Overview

Assertive behaviour is adult-to-adult behaviour and is essential if you are to work effectively in teams and with customers. It can help to ensure that you maximise your contribution to the success of your organisation and can also lead to the development of a more confident approach to your work on a day-to-day basis.

This course will provide you with practical guidance on how to influence and persuade others through the appropriate use of assertive behaviour. It will lay the foundations for improving levels of self-confidence in the workplace and for developing influencing strategies to resolve future work-based problems.

### Outcomes

By the end of this course, you will be able to:

- identify the differences between submissive, aggressive and assertive behaviour
- state the benefits of being able to successfully influence people and events through the adoption of a more assertive approach
- identify how assertive behaviour can help you to deal with criticism, confrontation and anger in the workplace
- demonstrate the effective use of communication, listening, questioning and negotiation skills in support of assertive behaviour
- plan how to influence others to resolve future work-based problems.

To support the achievement of the above, you will have the opportunity to practise and develop your practical skills using a number of small group, paired and individual exercises. You will also be encouraged to develop a *personal action plan* to support your continued learning back in the workplace.

### Duration

1 day

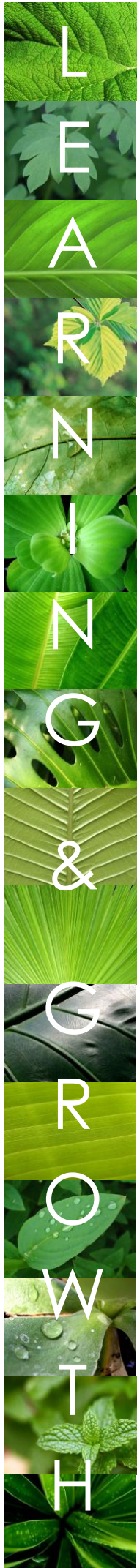
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### Key Areas Covered

- Difficult people to influence and their impact on individuals and the business.
- Relationship between Influencing and Selling:
  - good and bad sales people - which one are you
  - the decision to buy is based on
  - the 5 Cs of effective selling.
- What is 'Assertive' behaviour and how does it differ from submissive and aggressive behaviour?
- Techniques that can be used to support assertive behaviour:
  - being honest about what is relevant
  - sticking to the bottom line - the 'Instant Replay' technique
  - negotiation as equals.
- Ensuring that people remember you and your message for the right reasons - the impact of effective communications on assertive behaviour:
  - what is said (the words used)
  - the way it is said (the tone of voice)
  - how the person looks (the body language)
  - questioning and listening skills.
- Building rapport - a 4-step approach.

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