



Corporate Coach Group

Training that transforms



Training Plan

Assertiveness Skills Training

A Training Plan for Your Organisation

What is the purpose of the training?

The purpose of the training is to initiate a process of rapid improvement, by means of achieving a shared understanding of the correct knowledge and skills that we need to employ, if we are to achieve our stated goals.

Assertiveness Skills Course Summary

Assertiveness is both an emotion and a communication style. As an emotion, it means having the right level of self-confidence. As a communication style, assertiveness means using the right words, voice tones and body language.

Many people feel they lack assertiveness, and they want to know how to feel stronger. Some people are over-assertive and they want to know how to soften their approach and gain more respect.

This Assertiveness training will enable you to express yourself confidently, increase your self-esteem and reduce anxiety, whilst still respecting the rights of others.

Learning Outcomes for the Assertiveness Skills Course

- Feel more assertive in the face of difficult people
- Control the conversation and get the best possible results
- Manage difficult situations better
- Keep control of your emotions
- Use your body language more effectively
- Psych yourself up, not out
- Gain more confidence

Customer Review

“ The course covered a lot of topics which were well explained, with good examples that kept all of the delegates engaged in the course right to the end. Lots of ideas that need to be applied to my day job. The trainer was able to control the delegates well. Many large and different personalities in the room so not an easy job. The use of the flip chart, projector and laptop was good. Overall a great day.

*Sue Durnall
Acora*

Assertiveness Skills Training Course Overview

This Assertiveness Training course covers the following:

Emotional Assertiveness

Assertiveness is an emotion. All emotions are based upon thoughts and beliefs. The most important belief is called, the self-concept which is a person's belief about who they really are, and how they compare to others.

Non-assertive people have negative beliefs that destroy their emotional strength. Assertive people have positive beliefs that build their strength. Over-assertive people have exaggerated beliefs that cause them to be pushy and over-bearing.

We will study how to build the right self-image, which is the basis of spontaneous assertiveness.

Assertive Communication Styles

People judge assertiveness on two things, words and behaviour. Luckily, you can change your words and behaviour and present a performance that corresponds with what others perceive as assertive.

Communication is composed of three elements: words, tone and body language.

1. Speech habits. You will learn how to speak assertively.
2. Voice tones. You will learn how to sound assertive.
3. Body language. You will learn how to look assertive.

Everyone who attends this Assertiveness training course will benefit from knowing how to feel more assertive without appearing aggressive.

Customer Review

“ The course content was really inspiring. To learn about the effect of how you use language will be invaluable, getting the most from myself and my team. The trainer was excellent in the delivery of the course. He has a friendly nature and was clear and extremely insightful in all aspects of the course.

*David Capper
International Greetings (UK) Ltd*

Assertiveness Skills Training Course Details

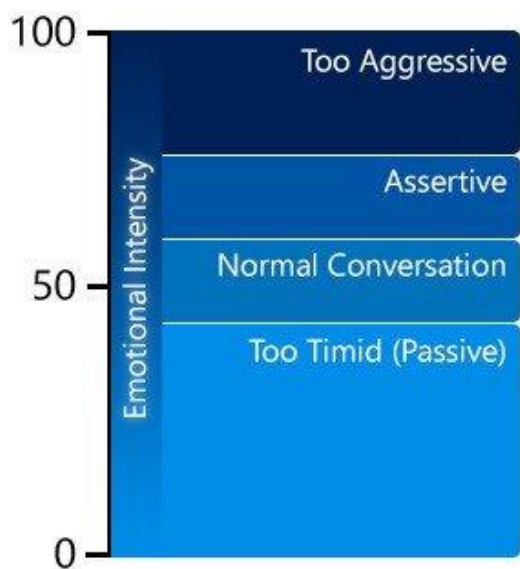
Morning Session

[Introduction to assertiveness training](#)

We start by defining the term assertiveness.

Assertiveness is both a feeling and a communication style.

We ask you to set your goals for the day. What do you want to learn to do, or to stop doing? Are there situations or people you have trouble with? Are you here to increase your assertiveness or decrease it? Any other questions you want us to answer?



Beliefs > feelings, (emotions) > actions > results

Social results are not causeless nor random. Social results are caused by behaviours, which in turn are influenced by emotions, which are based upon beliefs. Therefore, beliefs affect results.

If we want to change our results, we must start by changing our beliefs.

Self-image psychology

The most fundamental of beliefs is personal identity. Personal identity is the sum of the thoughts, a person has about who they are and where they fit into the scheme of things. The same concept is also called, self-image, self-concept, self-esteem.

- Those who lack assertiveness have impoverished self-image, self-concept, self-esteem.
- Those who are assertive have a realistic self-image.
- Those who are over-assertive have an inflated self-image.

How do you know what your self-image is? By listening to your self-talk.

Self-talk

Your self-talk is the inner voice, with which you think.

Everyone has a little voice inside their head, which constitutes one mode of thought:

- Some have an inner voice that empowers
- Some have an inner voice that destroys
- A small number have megalomaniacal voices in their heads

We want to gag the destroyer and the megalomaniac and develop an empowering inner voice - empowering self-concept.

Negative habit patterns

We will identify the thought processes that tend to destroy self-confidence.

We will make a list of the most dangerous and become mindful when we hear these words rattling around in our heads.

Positive habit patterns and self-talk

We will create empowering alternatives. We will learn new scripts, and train ourselves to repeat them over and over.

We will literally recondition our brains to generate feelings of confidence and inner strength.

This part of the course has the potential to transform your life.

Stimulus (decision) response

Most people think we live in a stimulus response world. But humans have a superpower, not possessed by other life forms. Humans have the power to decide their response to a stimulus. Primitive life forms are the products of their environment. Humans are not. They are the products of their decisions.

Today is the day you stop feeling kicked around by environmental forces (other people) and put yourself as the determining factor in any situation. This is a game changer.

Afternoon Session

Components of communication

Communication has three fundamental parts: Words, tone, body language.

Assertive communication has three corresponding aspects, which we will investigate and perfect.

Non-assertive speech patterns

Non-assertive people use language in predictable ways.

We will discuss the three or four distinguishing speech habits that are shared by those who lack self-esteem. Followed by the distinguishing speech habits that are shared by those who are over-assertive (aggressive).

Assertive speech habits

Assertive people use words in an assertive manner.

We examine the common factors that unite all assertive speakers and why that is so effective.

Correct and incorrect voice tones

Voice tones are the musical elements of speech, composed of: volume, pitch and pace.

We will show you how to make yourself sound assertive, (even if you do not feel it yet).

Body language

Body language is the visual (and tactile), elements of your communication. Body language is composed of many elements, posture, hand and arm gestures, eye contact, facial expression, orientation, dress code etc.

We will tell you everything you need to know, to look and sound more assertive.

Preparation is power

Preparation is paramount. If you don't know what you are doing, then you will not feel at your most confident.

Therefore, we make the final point that assertiveness is an expression of self-confidence, and self-confidence is improved when you know that you are well-informed.

Preparation is power!

We will show you how to prepare for your next event, so that you feel and act exactly the way you want to be - assertive.

Summary and action plan

We will finish the course with a summary of the main points and ask you to develop your action plan for being the right amount of assertive in future.

Customer Review

“ The training course was very useful and packed full of information. The language used was very user-friendly and understandable. The Trainer's presentation was really good, the trainer showed lots of confidence and had great knowledge.

*Jackson Sutditte
Crown Gas and Power*

Training Costs / Investment

Bespoke In-House or Live-Online Course

£2,150 + VAT per training day, (8 – 16 delegates)

Plus, travel and hotel accommodation for trainer if needed (Premier Inn type)

International Price Varies

In-House training has been designed to provide a similar experience to our open courses, however we can tailor the content to fit your specific needs.

We are able to train in your timezone.

All our training includes:

- A full day of quality training, delivered by an experienced trainer
- Total of 6 CPD training hours (usually 9am - 4.30pm), plus an additional 2-3 via post-course online independent learning
- Full course training workbooks
- Training certificate
- Access to additional free training material after the course via our post-course portal
- 3 months free telephone coaching: Whilst you are implementing what you have learned, if you need to, you can contact us for support and guidance

We suggest the following plan of action:

Please send to us:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts.
3. The next step you would like us to take.

Thank you.

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Customer Reviews

“ The course was informative and made me question leadership skills that I have operated with for years, but made me see a fresh approach to dealing with different scenarios I am faced with. The trainer’s presentation was fantastic. He kept the group involved and made everything very clear as the presentation went on. Very knowledgeable.

*Dean Stones
Centreplate UK Ltd*

“ The course content contained a number of key tools that I can use with my direct reports and in relation to my own performance. Able to use immediately. The course brought out a number of areas, previously learned, back to the surface. The trainer’s presentation was clear, direct and great pace. Managed all delegates expectations well. Positive environment for learning.

*Dave Jackson
International Greetings UK Ltd*

“ The most beneficial parts of this course were, different methods of decision making, prioritisation. References to studies, personal situations to help understand terms/methods. The presentation was really informative and knowledgeable. Good use of diagrams to explain methods/processes. Adaptable to other course members work situations and how to deal with their problems.

*Emma Buckley
Wireless CCTV*

“ The course was interesting, broad and well thought out. Plenty of topics and examples for understanding. Very good course and thoroughly enjoyed. Trainer’s presentation was excellent, enthusiastic, concise and well explained. Moved at a good pace and didn’t get bogged down on one or two subjects.

*Ronnie McLean
Speakerbus*