

Art of Assertive Communication

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

*"To effectively communicate,
we must realize that we are all different
in the way we perceive the world
and use this understanding as a guide
to our communication with others ."*

- Anthony Robbins -

PROGRAM OBJECTIVES

Being assertive is a skill in communicating our opinions, perspectives, thoughts or emotions confidently, without being aggressive or passive. It empowers us to stand up for ourselves and in the process, we are still able to maintain long-term sustainable relationships with people. However, in the real world especially when we are in negotiations or dealing with irate customers, how do we speak up for ourselves and our organization without stepping onto the shoes of the other party and risk the relationship and the business? How do we look a person in the eye and share our views in a confident but non-threatening tone? What does it take to achieve a mutually agreeable outcome without losing our composure and disrespecting the other party?

This unique 2-day, activity driven program teaches skills that boost personal productivity and relationship building through increased understanding and effective implementation of the art of assertive communication. By providing you with a rigorous training environment, your active participation in our program will enable you to apply and sustain your learning to a point of forming winning habits. You will have the ability to create the greatest positive impact when you are communicating your point at every given opportunity.

Art Of Assertive Communication focuses on the following areas:

- Active listening
- Communication
- Discovery questioning
- Influence principles
- Persuasive language techniques

LEARNING OUTCOMES

After completing the training, you should be able to:

- Handling objections in the workplace
- Improve your personal style of communicating
- Maintain long-term relationships effectively
- Negotiate outcomes professionally
- Understand and employ the buy-in process effectively

METHODOLOGY

To change your direction, shift your thinking.

However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

FRAMEWORK AND IMPLEMENTATION

Our unique experiential framework and implementation empowers you to:

- Apply assertive communication in your conversations
- Become more effective with people
- Build confidence through your conversations
- Communicate clearly and concisely
- Employ effective communication skills to different types of listeners
- Getting the buy-in with minimal compromise
- Increase productivity and performance
- Influence people
- Listen generously and question skillfully
- Provide better service for your stakeholders, colleagues and customers
- Resolve conflicts professionally
- Work with powerful nonverbal communication

COURSE CONTENTS

Day 1:

Module 1: Overview

- Context setting
- Passive vs aggressive
- Confidence, clarity and control
- Types of behavior in communication
- Barriers to being assertive

Module 2: Communication

- The 7/38/55 Rule
- Verbal
- Vocal
- Visual
- Principles of influence

Module 3: Discovery Questioning

- 6 discovery questioning techniques
- The Funnel Model
- Tight conversation
- Power Up!
- Asking purposeful questions

Module 4: Active Listening

- 6 active listening techniques
- Driving meaningful conversations
- Advanced interjection techniques
- Prioritizing needs
- Summarize and confirm

Day 2:

Module 5: Objections

- Why people object
- Objection handling vs negotiation
- 2 categories of objections
- 10 basic objection handling techniques
- QUIET and TEST techniques

Module 6: Objection Handling

- Skepticism
- Indifference
- Misunderstanding
- Drawback
- The PLUS Model

Module 7: Advanced Techniques In Objection Handling

- Benefits Checklist
- LAQuER Process
- Pain Gain Funnel
- How to turn around dead fish deals
- Negotiating with a liar

Module 8: Variables

- What are variables
- Get and Give variables
- Countering with variables
- Role play session
- Coaching wisdom