

# Becoming An Assertive Communicator

By Caroline Josephine Dawson



Decide with Confidence

## INTRODUCTION

Assertiveness is an essential skill in adult communication. The ability to choose and make appropriately direct and tactful statements or requests vs. less desirable forms of communication (aggressive, passive, and passive-aggressive) can be learned and developed with awareness and practice. When we practice handling interactions assertively, we can make our lives more manageable and rewarding.

This two-day workshop will equip you with the necessary skills and techniques to become a more assertive communicator. Participants will be taken through a comprehensive journey of self-awareness and self-improvement.

## LEARNING OBJECTIVES

*By the end of this workshop, participants will be able to:*

- Understand the importance of assertive communication
- Learn the difference between assertive and aggressive behaviour
- Understand their right to be assertive
- Overcome personal roadblocks to assertiveness
- Learn the strategies and techniques that will transform them into assertive communicators
- Understand the role of body language in assertive behaviour
- Learn how to employ assertive skills when dealing with difficult people
- Learn to speak with confidence, poise and assertiveness

## COURSE OUTLINE

### Introduction

- The fundamentals of assertive behaviour
- What is assertiveness?
- A Self-Test: How Assertive Are You Now?
- Effective Assertive Behavior - What does it really mean?
- Assertive vs. Aggressive communication
- Your Basic Right to be Assertive
- Roadblocks to assertiveness
- Dealing with issues versus emotions
- Personal assertiveness competencies

### Becoming an Assertive Communicator

- The Four Communication Styles
- Passive and aggressive behaviour
- Finding the balance in assertiveness
- Five "must ask" questions to defuse tensions in a conflict
- The "ACID" process to assertiveness
- Understanding body language and assertiveness
- Making Assertiveness Work for You
- Five Key Assertiveness Skills

### Putting Assertiveness to Work

- Getting passive people to come out of their shells
- Drawing the Line with aggressive people
- Strategies for assertive communication with customers
- Becoming assertive with your subordinates and colleagues
- Handling complaints with assertiveness
- Giving positive and negative feedback with assertiveness
- How to use what you have learnt
- Personal action plan for greater assertiveness

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### METHODOLOGY

Highly participative and interactive consisting of discussions, action learning games, assertive skills role plays, case studies, practical work, critique sessions as well as small group work.

**For Whom:** Middle managers, executives, support staff, sales representatives, customer service and administrative staff, business professionals and anyone who seeks to become a more assertive communicator.

### ABOUT THE TRAINER – MISS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from Nanyang Technological University (NTU), Singapore. She has more than 12 years of invaluable experience as an Editor of lifestyle and technical publications and 10 years teaching business management, environmental and soft-skills communication.

During her numerous corporate exposure with local and foreign participants, Caroline has provided counselling and coaching services to many multicultural individuals and teams while also mentoring fellow educators in developing their professional skills.

Caroline's wide ranging expertise in the field of communication and management is just one half of the equation as her focus lies in the other where corporate education must always serve the business need and that any development intervention is an investment that must deliver a return. In this respect, Caroline uses a combination of tailored activities and has mastered the art of utilising pedagogical methods with minds! Her pragmatic real world approach ensures that she understands and responds to the real pressures and issues faced by adult learners especially. By closely observing and identifying individuals with special learning needs, she has maintained that experiential, innovative teaching methods and highly interactive curriculum are key motivational factors that enhance one's communication and personal development skills.

Caroline is the Second Deputy to the International Women's Federation of Commerce and Industry (Singapore), Advisor to the SMGM Foundation, India and Member of the Business and Professional Women's Association (S) 3rd Chapter and Society of Singapore Writers where she lectures on effective business writing, management and communication skills. She has attained the Diploma in Teaching English to Speakers of Other Languages (TESOL) certification through the London Teacher Training College and also teaches English as a foreign language. Caroline is also an MBTI® ,DISC and Enneagram Accredited Administrator and she has administered the tools to top level managers and supervisors on managing their leadership styles and team members affectively. Her academic qualifications and wide ranging expertise in the field of communication will certainly enrich the training and coaching programs she conducts.

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**Date:** 17 April 2012, 9am – 5pm

**Venue:** TBA

**Fee:** [ ] S\$530 (before GST) for D&B Subscriber [ ] S\$640 (before GST) for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 17 March to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
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## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made cheque/credit payment towards the event and such registrants shall have no claims against the company.
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