



# ASSERTIVE COMMUNICATION

## PROGRAM OVERVIEW

### PERSONA



Challenger

### COMPETENCY



Being Bold

### SKILL



Assertiveness

This 1 - 2 day program equips leaders with the skills to balance firmness with empathy, communicate confidently, and handle challenging situations with professionalism. Participants will learn techniques to express their thoughts clearly, navigate conflicts constructively, and establish boundaries without compromising relationships or team morale.

## PROGRAM OBJECTIVE

By the end of this program, participants will:

- Develop confidence in expressing opinions and making requests in a professional manner.
- Learn to handle conflicts and deliver constructive feedback while preserving respect and trust.
- Master the ability to set boundaries and maintain high-performance standards without being aggressive or passive.
- Foster a culture of open communication and mutual respect within teams.



## PROGRAM OUTLINE

### MODULE 1:

#### UNDERSTANDING ASSERTIVENESS IN MANAGEMENT

- Defining assertive communication: The balance between aggression and passivity.
- The impact of assertiveness on team dynamics and performance.
- Recognizing personal communication styles and identifying areas for improvement.



### MODULE 2:

#### BUILDING CONFIDENCE IN COMMUNICATION

- Techniques for clear and concise communication.
- Overcoming barriers to assertiveness, including self-doubt and fear of rejection.
- Practicing active listening to understand and others' perspectives.

### MODULE 3:

#### MANAGING DIFFICULT CONVERSATIONS

- Strategies for addressing conflicts and delivering critical feedback.
- Role-playing scenarios to practice assertive responses in challenging situations.
- Ensuring conversations remain respectful and solution-focused.

### MODULE 4:

#### ESTABLISHING BOUNDARIES AND SETTING EXPECTATIONS

- Communicating boundaries effectively to manage workload and priorities.
- Setting high-performance standards and holding team members accountable.
- Encouraging a culture of mutual respect and shared responsibility.

### MODULE 5:

#### ASSERTIVENESS IN TEAM LEADERSHIP

- Promoting open dialogue and diverse viewpoints within the team.
- Handling resistance and managing disagreements constructively.
- Inspiring confidence and trust through consistent, assertive behavior.

### MODULE 6:

#### ACTION PLANNING FOR ASSERTIVE LEADERSHIP

- Identifying personal areas for improvement in assertive communication.
- Developing an action plan to integrate assertive techniques into daily management practices.
- Setting measurable goals to track progress and success.



Period

**1-2  
Days**

Program designed for:

Team Supervisor, Section Head,  
Line Manager