

A black and white photograph of a woman with dark hair pulled back, smiling broadly. She is wearing a light-colored top under a dark blazer. The image is partially obscured by a large, dark purple diagonal shape that contains the main title.

# Assertiveness Training for Women in Business

*Women in Business*

# Assertiveness Training for Women in Business

Get the tools and techniques you need to become more assertive and successful in your management role.

## Highlights

- Assess and identify your own assertiveness style preferences.
- Get comfortable in your own S.K.I.N - support self-esteem, know self, initiate dialogue, negate negative self-talk.
- Explore the 5 step model to express assertive language.

## Key Competences

- Assertiveness skills
- Communication skills
- Conflict management
- Learning to say no
- Stress management
- Work-life balance

## The Right Programme for You

You are a woman in an international management role. You want to strengthen your assertiveness techniques, alleviate weaknesses, and improve your overall communication skills.

Middle Managers

Managers



## Learn, Practice and Use

- **Recognize** the characteristics of the four key assertiveness styles
- **Assess** your individual assertiveness style and how effective it is
- **Develop** an action plan to overcome at least two of your personal obstacles to assertiveness
- **Learn** how to capitalize on the strengths of your leadership style and minimize weaknesses
- **Flex** your leadership style preference to interact effectively and assertively with others
- **Incorporate** assertiveness techniques into everyday tasks and actions
- **Learn** stress and anger management techniques
- **Differentiate** between verbal and non-verbal communication styles of men and women
- **Explore** the 4 special assertiveness techniques: broken record, fogging, negative assertion and negative inquiry
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
€2,995

### Live Online



**4 x 3-hour sessions**  
€2,295

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

### Includes free membership

All participants get free access to MCE's Women's Leadership Centre including special offers, networking events, exclusive content and more.

# Programme Modules

1

## Foundations of Assertiveness

- Distinguishing between passive, assertive, and aggressive behaviors
- Discussing how socialization affects your behavior in the business environment
- Identifying personal work situations and obstacles that challenge assertive behavior

2

## Assessing Your Assertiveness

- Identifying your assertiveness style preferences
- Assessing and identifying strengths and weaknesses of your assertiveness style
- Knowing how value systems impact your assertiveness
- Identifying ways to reduce role conflict

3

## Getting Comfortable in Your Own Skin

- Exploring the assertive components of becoming comfortable in your own S.K.I.N. (Support self-esteem; Know self; Initiate dialogue; Negate negative self-talk)

4

## Assertive Communications Skills

- Understanding the three components of communication and factors that influence their impact
- Differentiating the verbal and nonverbal communication styles of men and women
- Applying active and reflective listening skills to build assertiveness techniques
- Listening and responding assertively to feedback and criticism

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## Assertiveness Techniques and Practices

- Demonstrating a five-step model to express assertive language
- Exploring four special assertive techniques: broken record, fogging, negative assertion, and negative inquiry
- Saying “no” and surviving
- Responding to common put-down statements
- Videotaping practice sessions

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## Assertive Case Study Workshop

- Reviewing the uses of strategic tools, models and techniques
- Applying assertiveness techniques to analyze and plan around your own must-solve situations
- Receiving feedback on your plan for addressing your must-solve situations

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## Assertiveness and Leading

- Assessing leadership styles
- Understanding five dimensions of centered leadership
- Identifying new ways to use assertive leadership in your personal and professional life

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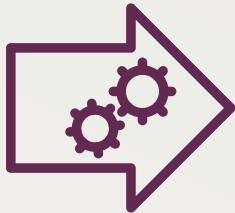
## Leading a Balanced Life

- Techniques for dealing with anger
- Preventing and coping with stress
- Applying a four-step model to improve personal level of work and life balance
- Discussing the nature and value of women support networks and resources
- Planning for continuing assertiveness growth



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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Visit [mce.eu](https://mce.eu)

