

# passive : assertive : aggressive

## Learn how to express yourself confidently

**Assertive behaviour is based on the idea that your needs, interests, opinions and feelings are *as important as those of anyone else. No more, no less.***

Assertiveness coaching will not guarantee to get you what you want. What it **can** do is help you communicate your needs more honestly, directly and clearly, without violating the rights of other people.



Assertiveness coaching is based on four assumptions:

- No-one is born assertive. It is a skill, something we learn - therefore something that can be taught
- Your thoughts and beliefs affect how you behave
- Identifying and modifying unhelpful and inaccurate thoughts and beliefs can help us change how we think and behave
- Behaving assertively can change how we think and feel

### Who will benefit from one-to-one Assertiveness Coaching?

Anyone who interacts with other people on a day-to-day basis will benefit from this session. Even the most outwardly confident people can lack the skills to be assertive.

Being assertive is one of the most important skills that you can have. In your everyday communications at work you need to be assertive when delegating, chairing, negotiating, motivating, selling, leading, disagreeing - you name it!

### What will be covered in the one day session?

- Definition of assertiveness and its distinction from aggressiveness
- Rapport
- Cause/Effect
- Goal Setting
- Well-formed outcomes
- Anchoring
- Congruence
- Perceptual positions
- Pre-suppositions
- Active listening
- Match, pace, lead

### What will you gain from your coaching session?

We'll help you to:

- Understand the difference between confidence, assertiveness and aggression
- Become confident in your own abilities and what you say
- Use communication skills - questioning, listening, tonality, inflection
- Read and use body language to your advantage
- Use a three step model for being assertive when communicating
- React to and turn around aggressive people
- Say no to additional work
- Negotiate
- Compromise on key issues
- Ask for what you want without feeling uncomfortable
- Be assertive with your boss and work colleagues

### Overview of One-to-One Coaching

This session concentrates on building up your assertiveness skills, so no matter what position you hold, you can communicate on an even footing and get your point across in a firm, concise and empowering manner.

At the end of the session an individual should be able to:

- Deliver messages assertively and influentially
- Deal with, rather than duck, tricky situations
- Curb any excessive aggression
- Receive feedback and potential criticism constructively
- Demonstrate a positive attitude to self and others in difficult situations
- Decide what they want in a given situation
- Say 'no' when appropriate

### So how will your business benefit?

You'll find that there are:

- Fewer missed opportunities caused by ideas staying unshared
- Fewer mistakes, as staff will feel confident to express uncertainties in public
- Better performance on deadlines, quality, etc, as negotiated priorities will be better judged
- Increased flexibility
- More confident and motivated individuals able to deal with customers and colleagues

***Why not call us now to find out more or book a personal session with one of our expert coaches – for yourself, for your staff – for your business!***

# Earn respect, respect others and feel empowered – do it, and *believe* you can do it!

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