

'Influencing for Results'

Management Development Programme – Module 2 Using Assertiveness to Enhance Your Personal Power

Why Attend This Training?

There are many situations in business where you need to be firm in order to achieve what you want. However, you may have found that sometimes you were too strong in pushing your point of view and as a result achieved the opposite of your desired outcome. On other occasions you may not have been quite pushy enough and later regretted letting someone else get the upper hand.

This training programme builds on the influencing skills developed in Module 1 to give you even greater flexibility in your style. You will learn the principles used by experts in the field of influencing and persuasion. They know the difference between assertion, aggression and passivity. They use simple yet powerful techniques to keep discussions moving in a way which helps them achieve their desired outcomes. The course will help you to easily use these skills in your everyday business situations, in particular to help you develop the client relationship.

What Will You Learn?

By the end of the module you will:-

- understand the principles and benefits of true assertiveness
- be able to successfully combine 'push' and 'pull' techniques to achieve your desired results
- have identified how you can use these skills to develop your client relationships

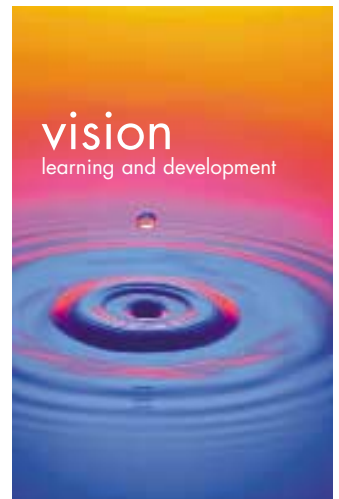
Specifically you will learn

- the distinctions between assertiveness, aggression and passivity (non-assertion)
- how to use the power of your beliefs to help you become more influential
- how to increase your behavioural flexibility to stay in control of situations
- how to say "no" and give bad news
- how to deal with 'difficult' people
- how to use the skills of pacing to handle resistance and take the sting out of situations
- how to use these skills to successfully manage discussions of performance issues
- how to increase 'buy-in' or ownership of others for the agreements you reach and much more....

How Will You Learn?

There will be a combination of inputs and demonstrations with plenty of opportunity for you to practise the skills. Please consider your own learning objectives in advance of the training and also the typical business situations in which you can apply the learning.

continued



What If? What will I be able to do when I learn all this?

As you integrate the learning of the first two modules you will find you have even greater flexibility and confidence to influence in numerous situations including:- managing others, client relationships, briefings, performance reviews, coaching staff, business presentations, negotiation, conflict resolution, managing meetings and many more...