

# Assertiveness

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



## What's in it for you?

**Assertive communication is at the essence of effective interactions.**

Assertiveness isn't merely a skill; it's the linchpin for success in multifaceted roles across diverse domains.

In a world shaped by intricate human interactions, assertiveness stands as a pivotal trait fostering effective communication, healthy relationships, and professional growth.

In leadership, assertiveness cultivates an environment of clear direction, fostering collaboration and productivity among teams.

In customer-facing roles, it serves as a shield against misunderstandings, ensuring that customers' needs are met while maintaining respect and integrity.

Moreover, in personal interactions, assertiveness nurtures authenticity, allowing individuals to express themselves confidently while respecting others' boundaries.

In every domain, assertiveness is the backbone of impactful communication, a tool for setting boundaries, expressing needs, and navigating conflicts constructively. Our learning journey enables your people to build a robust foundation for effective communication and interactions.

## Who should attend?

Everyone in the organization.

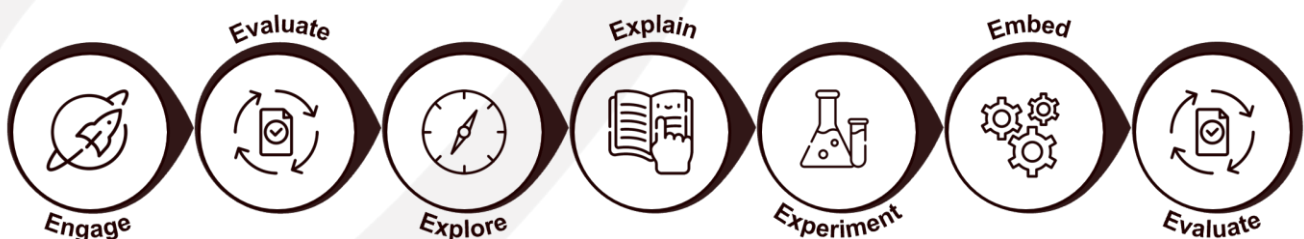
## Good to know:

"The practice of assertiveness is the art of speaking up clearly, directly, and respectfully for oneself, while also considering the rights and feelings of others."

**Nathaniel Branden**

## Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



**Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.**

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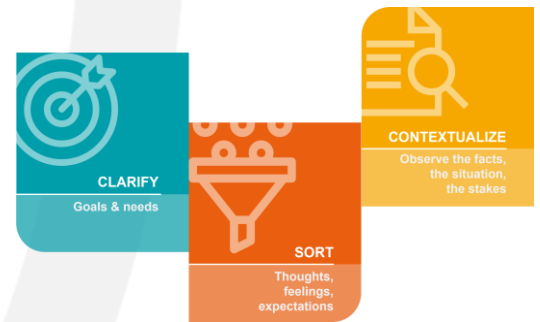


## By completing this learning journey, they will:

- Embrace assertive communication: identify and understand interpersonal behavioral styles, mastering techniques to reinforce assertive behavior in diverse situations, cultivating confidence and clarity in their communication approach.
- Navigate ineffective behaviors: equip themselves with strategies to handle aggressive, manipulative and passive behaviors in others, fostering a balanced response and maintaining assertiveness in challenging interactions.
- Master the art of saying no: develop effective techniques and approaches to confidently assert boundaries and express dissent without compromising relationships.

**#MAKINGADIFFERENCE**

## A proven model:



## Digital learning:

- [Assertive communication toolkit](#)

## Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

## Duration: 14h total learning



**6 hours** of instructor-led learning.



**8 hours** of self-directed and on-the-job learning.

**REF: ASS**

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"Confident, respectful self-expression."

**#TIL**