

The University of Toledo
Center for Continuous Improvement

ASSERTIVE COMMUNICATION SKILLS

Program Overview

Assertive Communication means communicating with strength, confidence, and respect. It means being direct and honest when interacting with others. It is essential for healthy relationships and is required for “win-win” outcomes in business situations, negotiations, and conflict resolutions. During this program, participants will develop assertiveness skills that will enhance their ability to communicate more clearly and confidently, set limits more effectively, deal with difficult individuals more easily, and project more personal power.

Program Objectives

During this seminar, participants will learn to:

- Effectively gauge and monitor their assertiveness skills
- Identify the three communication styles: nonassertive, assertive, and aggressive
- Change their perceptions of themselves and others to think and behave more assertively
- Deal effectively with nonassertive or aggressive behaviors
- Shift sensitive situations to avoid conflict through assertive behaviors
- Resolve conflicts with others or between others
- Increase their personal and professional power through assertive verbal and non-verbal communications

About the Instructor

Cynthia H. Pepper, a licensed counselor and business consultant, is considered a leading expert in the psychology of work, focusing on how people choose their work, grow and develop in their careers, impact their organizations, and are impacted by their organizations.

As a human resources and organizational development leader and consultant, she has worked with clients across the United States and the Caribbean, combining professional experience with her educational background in psychology, physiology, and learning.

Program Topics

- What is assertive behavior and why is it important?
- Examining the signs of nonassertive behavior the messages it delivers
- Examining the signs of aggressive communications and revealing the hidden messages it sends
- Developing strategies for assertive thinking and behaviors
- Overcoming personal barriers to assertiveness
- The role of active listening in assertiveness
- Developing successful strategies to avoid or effectively resolve conflicts
- Communicating strength and assertiveness through non-verbal communications
- Ways to handle criticism effectively
- Active listening skills – a key to sidestepping potential conflict situations
- How to present your ideas to different audiences
- Seven ways to say “no” effectively – without feeling guilty or offending others

If you wish to tailor this program for onsite training at your company, please contact Carrie Herr, CFCI Director, by calling 419-530-2037 or via email at carrie.herr@utoledo.edu.

She brings her energy and highly-engaging style to help others develop the competencies for success at all levels within an organization.

Cynthia has a keen understanding of the skills required for success at leadership levels, and serves as a business counselor and executive coach in addition to designing and delivering leadership development programming. She has trained thousands of individuals in the private sector and government, as well as in many colleges and universities.