



4D Group

## Assertive and Persuasive Communication

### Who Would Benefit?

This workshop focuses on the core skills required for effective communication in the modern business world: active listening, skilled questioning, and the confident voicing of your views. This is an interactive day with discussions and exercises that will help you identify and work on your strengths and weaknesses so that you can achieve greater success and openness in your work-based relationships.

### Objective

By the end of the course, the participants will understand the principles of clear communication and the differences in working and communication styles. They will learn how to develop influencing and negotiating skills and learn how to improve working relationships.

### Content

- Communicating effectively
  - What is communication and why do misunderstandings happen?
  - Who do we know who are great communicators and what can we learn from them?
  - How good am I at communicating?
  - What is active listening?
  - How can I use questioning and paraphrasing techniques to improve the way I communicate?
  - What is effective body language?
- Assertiveness
  - What is assertiveness?
  - Recognising and dealing with non-assertive and aggressive behaviour
  - Tips for becoming more assertive
- Persuading and influencing others
  - What is the crucial question when persuading other people?
  - What is my personal influencing style?
- Assertive communication at work
  - Give clean explanations
  - Participate confidently at meetings
  - Give effective feedback
  - Handle criticism constructively

### Duration

One day

### Minimum Numbers

Four delegates