

Workshop on Developing An Assertive Personality

Wednesday, April 10, 2019 (9.30 a.m. to 5.00 p.m.)



Venue: AMA Seminar Hall, Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Perspective: Developing and utilizing assertiveness skills is an integral part of our professional life if we are to achieve success in the business world. At times others impose unfair demands, avoidable conflicts and we also face behavioral problems from difficult employees and tough customers.

Assertive skills develop our ability to act positively and achieve our goals in harmony with our self-esteem, without hurting and offending others. It is a means of gaining confidence and helps cultivate honest, powerful and effective communication.

Why attend this Workshop

- To develop assertive behavior for better success on the job
- To express your feelings, wants and ideas confidently
- To handle unfair demands, conflicts and problems effectively

Who should attend Middle and senior level executives in all business functions who would like to enhance their professional presence and develop a confident and assertive personality.

Course Content

- Assertiveness – A look within; Power of Ancestral Voices & Conditioning; Recognizing Aggressive & Non-assertive Behavior
- Verbal, Non-verbal & Vocal Elements in Assertiveness; Projecting Self-Esteem & Positive Self-Image; Art of Understanding & Use of I-Rational Statements
- Responding to Difficult Situations (OK Responses); Broken Record, Fogging, Refocus & Defusing Technique; Making & Refusing Requests – Establishing Limits
- Giving & Receiving Compliments/Criticisms; Handling Unfair Demands/Stressful Scenarios; How to say 'No' without saying 'So'

Methodology: Self-assessment Exercises, Case-studies, Group Activities & Audio-Visual presentations

Faculty: Mr. Vincent D'Silva, Principal Consultant, Silva Management Services

Vincent has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing. His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia. He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

Fee: Rs.1600/- per participant including GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association". **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

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Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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Website: www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
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