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AHMEDABAD MANAGEMENT ASSOCIATION®

Workshop on

Assertiveness Skills Training

Friday, July 7, 2017 (9.30 a.m. to 5.00 p.m.)

at Torrent-AMA Management Centre • Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad

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, Group activities, case-lets, sharing of experiences and audio-visual presentations.

Faculty : **Mr. Vincent D'Silva** 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.1500/- per participant inclusive of Service Tax. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

Workshop on Assertiveness Skills Training **July 7, 2017**

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

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.
Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917 • Fax: 079-26305692 • E-mail: ama@amaindia.org
Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org.

Name(s) Designation

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Organisation:

Address:

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