



# Corporate Coach Group

Training that transforms



## One Day Assertiveness Training



## **A training plan for your organisation**

### **What is the purpose of the training?**

The purpose of the training is to initiate a *process of rapid improvement* by means of achieving a *shared understanding* of the correct assertive-communication methods that we need to employ, if we are to achieve our stated goals.

### **On this course you will learn how to:**

- ✓ Feel more assertive in the face of difficult people
- ✓ Control the conversation and get the best results possible
- ✓ Manage difficult situations better
- ✓ Keep control of your emotions
- ✓ Use your body language more effectively
- ✓ Psych yourself up, not out
- ✓ Gain more confidence

Learn practical tools that you can use in real-life situations.

### **How many people are doing the training?**

Numbers of staff to be trained: TBC

### **When will the training take place?**

TBC:

### **Where is the training location?**

In-house – or local venue.

### **What is the basic premise of the course?**

Please read the following page:



## Assertiveness training

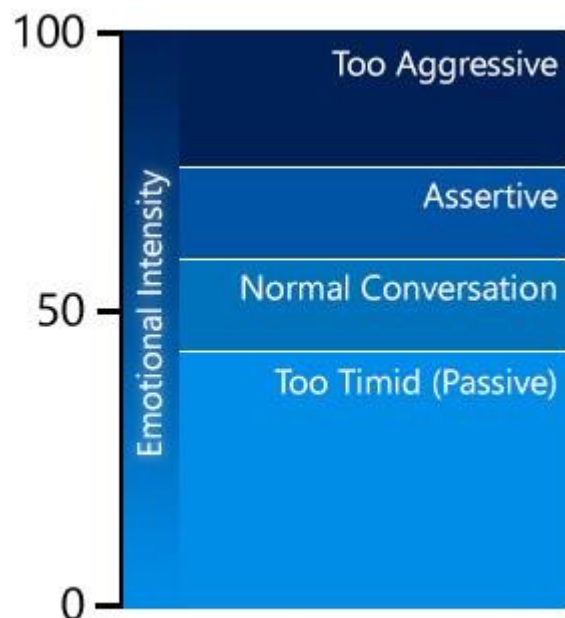
### Morning session:

- *How you feel* emotionally, radically affects the results you get
- How to make yourself feel stronger
- How your "Self-talk" affects your feelings
- Communicate to yourself in assertive ways
- Communicate to others in assertive ways
- Use objective language not subjective language

### Afternoon session:

- Verbalise your message using specific language
- Talk about what you want, not what you don't want
- How to use humour to good effect
- use your voice tones properly
- Use your body language to your advantage
- Action planning and close

Learn practical tools that you can use in real-life situations.





## Assertiveness Skills Training

### Introduction: Outline of the course

Assertiveness is an emotion. And all emotions are a product of your thinking.

How you feel about any situation will determine how you react.

How you feel will change what you say and how you say it.

- If you feel weak and non-assertive, then you will act accordingly and get poor results.
- If you feel confident and assertive, then you will act accordingly and gain good results.

### Your thoughts become a self-fulfilling prophecy.

How to manage your thoughts and feel strong in the face of a difficult person.

### What not to focus your mind on

1. Do not imagine yourself losing. Do not imagine failure. If you imagine these things, you will feel weak, beaten and defeated even before you start.
2. Do not keep thinking about what has already gone wrong. No need to keep replaying the tapes of past encounters.
3. Don't worry too much about what the other person may be thinking about you. Don't try to constantly mind read other people's reactions to you. Too much self-consciousness will hamper your self-confidence and will cause you to be too cautious.

### Four ways to approach conflict situations:

1. Rationally assertive: the proper method.
2. Emotional and angry: the wrong method.
3. Emotional and upset: another wrong method.
4. Avoidance: another wrong method.

Learn the difference between "*identity statements*" and "*behavioural statements*".

Learn the difference between "*objective*" and "*subjective*" language.

To be assertive you should use "*behavioural statements*" and "*objective language*".

To be assertive you should not use, "*identity statements*" and "*subjective language*".



### **The use of the “wrong box / right box” technique**

The difference between “reasons” and “excuses” and what policy you should have to each one

If the other person gives you reasons, then you should negotiate.

If the other person gives you excuses, then you should not negotiate.

The difference between the “future why” and the “historic why” question.

Don't get bogged down talking for too long about the past.

Do take the conversation into the future. Talk about what you want to happen next.

Learn my magic phrase, “Instead of that, in future, would you please..... (Plus your affirmative request).”

### **The assertive use of body language**

- Posture: How you should use your body posture.
- Hand gestures: How you should use your hands and arm gestures.
- Eye contact: How much eye contact you should use.

### **The assertive use of voice tones**

- Deeper tones: give you more authority.
- Louder tones: give you more confidence.
- Slower pace: give you more gravitas.

### **Notes on the proper use of praise and appreciation**

Praise is powerful: The proper use of praise to reinforce the change.

The absence of praise and appreciation is often the cause of bad feelings.

To get the best from others, you must praise and appreciate them for the behaviours you want to see repeated.

### **Practice scenarios**

We will run four practice scenarios and you will have the opportunity to practice using the methods.

### **Final summary and action planning**



**The training is designed to comply exactly with your requirements:**

Your organisation shall provide a fully equipped classroom for the entire duration of the training course

Corporate Coach Training shall prepare and supply all the course and teaching materials for the participants. – **Yes**

The expected number of your organisations participants per course is to be confirmed. -**Yes**

Corporate Coach Training shall make its own travel and accommodation arrangements. - **Yes**

Corporate Coach Training shall provide a detailed course proposal to meet the YOUR ORGANISATION requirements as stated - **Yes**

The proposed course structure shall clearly outline what topics would be covered on each day. -**Yes**

## **The method of training is as follows:**

### **The training is to be:**

- Delivered in an enthusiastic and interesting way that will involve all the delegates.
- Whilst being consistent with the plan, the training must be flexible and responsive to the needs of the individual delegate group.
- Highly practical, structured and organized.

### **The training method follows this general pattern:**

1. The trainer, gives a clear explanation of the point in question.
2. Then the trainer will demonstrate the principle and gives specific examples.
3. Then, the delegates practice by doing an exercise with each other.
4. The delegates practice by doing exercises with the trainer.
5. All points are supported with full written notes to take away.
6. Delegates are asked to write down an associated action, for each point made.
7. (At the end of the day, we have about twenty such actions, from which the delegates choose six which are the most personally meaningful).

**What are the costs / investments?**

**In-house course**

Daily rate is £1,850 + VAT for up to 20 delegates.

Plus £80 for each additional delegate over 20.

Plus hotel accommodation for trainer if needed (*Premier inn type: not the Hilton!*)

**The training days are inclusive of:**

- Full days training
- Full course notes
- Written action plan to take away
- Access to our post course portal
- Plus three months FREE telephone coaching to answer any on-going questions

**Plus free telephone coaching!**

To answer any on-going questions, you will also receive email and telephone support from your trainer after you have attended the course.

**We suggest the following plan of action:**

You please send to me:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts
3. The plan of action

***Thank you***

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### **A word from our previous delegates...**

The course content was stimulating. The trainer's presentation was very effective. Chris delivered difficult concepts with insight and humour.

Delegate: C Jolly  
Company: Greencore

The course content was very comprehensive and covered relevant points. The trainer's presentation was interactive, informative and challenging.

Delegate: W Graham  
Company: Ikea

The course I found very interesting, using models that I was not familiar with, different thought processes. The presentation was very professional, informative and interesting.

Delegate: J Dickinson  
Company: Riomay

The course content was very useful, exactly what I was looking for. Encouraged thought and methods to take back to the work place. The trainer's presentation was very clear, Chris not only delivers the training but stands behind his methods and believes in the content.

Delegate: T Stuchfiled  
Company: Primecare UK

The course content was excellent, thought provoking and inspiring. The presentation was clear, concise, professional and relative.

Delegate: J Walker  
Company: Telus

The course content was very good, informative and positive. No "Dull Moments". The trainer's presentation was good – Well presented.

Delegate: S Bent  
Company: B+V Water Treatment

The course was excellent. Interesting, thought provoking, very useable. I have already put different aspects of the course into practice. The trainer's presentation was Excellent. Thoroughly enjoyed each session and would like to come back for a refresher course. Very motivating and a very inspiring person.

Delegate: K Hogarty-Hingsto  
Company: Hartpur College

The course was very informative, with lots of thought provoking questions to think on after. The trainer's presentation was well produced and slick NO excess content.

*Delegate: B Pain-Tolin  
Company: BTCV*

The course was very, very good. The course was well structured and has provided me with an opportunity to reflect on how I can improve further in my role. The trainer's was very focused, kept the course moving, related well to the group. Created non-threatening environment.

*Delegate: M Ridout  
Company: Sparsholt College Hampshire*

The course content was very good, quick win early on kept my interest piqued. The presentation was very good, inspiring and animated.

*Delegate: K Rhodes  
Company: RAF Wittering*

The course content was informative and well-constructed. The trainer presented very clearly and effectively. The presentation was very enjoyable.

*Delegate: N Yemm  
Company: Hulley & Kirkwood Consulting Engineers*

The course content was great, really visual. The trainer's presentation had lots of great detail and stories to illustrate each point.

*Delegate: M Painter  
Company: Lloyds Banking Group*

I really enjoyed the breadth of what was covered today. The trainer's presentation was very good and clear.

*Delegate: S Windridge  
Company: Prudential UK*

The course content: Interesting and very broad content. We covered a lot of subject matter during the course. The trainer's presentation was excellent, very clear and concise. Interesting and charismatic.

*Delegate: E Inegbu  
Company: Prudential UK*

Excellent course that helped to bring new insight and reinforce and bring back concepts from many years ago. The trainer's presentation was upbeat, positive and inspiring.

*Delegate: M Judson*

*Company: JSP Ltd*

The course content was comprehensive, eye-opening and informative. Excellent presentation, kept interest up and made the course come to life. Good real-world examples to inspire and inform.

*Delegate: J Gibson*

*Company: Fuji Film*

The course content was very detailed and interesting. The trainer's presentation was good, with time for re-caps and questions.

*Delegate: R Graham*

*Company: RAF Wittering*

The course content was interesting, could be applied in business environment but also in general life. I like the wrong box / right box! The presentation was very dynamic and directive. Knowledgeable. Good use of examples which helps.

*Delegate: S Chou*

*Company: JSPMLtd*

The course content was excellent, extremely useful tools which I shall use with both students and staff. The presentation was very good, Right mix of talk, discussion and activity.

*Delegate: J Noble*

*Company: The Sittingbourne Community College*

For additional feedback, video testimonials and list of companies that have benefited from our training programmes please [follow this link](#)