

Seminar on How To be Assertive - Communicating Assertively

Thursday
25 April 2019

or

Monday
19 August 2019

or

Friday
6 December 2019

9:00 am - 5:00 pm



HOW TO BE ASSERTIVE - COMMUNICATING ASSERTIVELY

INTRODUCTION

Being assertive is not the same as being aggressive. How to be assertive is one of the most important interpersonal skills anyone can have. It allows one to be treated as an individual and with respect, and at the same time get things done without having to resort to coercion or be submissive, responding like a victim. Assertiveness does not necessarily mean you must say no. It does not mean you must always have your way. It is a positive way of interacting, actively listening to mutual needs, stating situation in an objective manner, expressing your feelings and requirements, helping the other party understand the consequences, so that a decision can be reached in a manner that is beneficial to both parties. It is about stating your own needs and wants without aggression.

Effective assertive skills reduce tension, minimise conflicts and improve productivity because communication among team members can be more open, direct and focused on issues, without having to rely on ploys to achieve hidden agenda.

OBJECTIVES

At the end of the seminar, participants will be able to:

- differentiate between assertiveness and aggression;
- identify the reasons behind why some people are not able to say “no”;
- use assertive skills to achieve results without sacrificing themselves;
- relate to others with confidence;
- have positive self-concept and feel good about themselves;
- develop positive interacting skills that foster team spirit.

DESIGNED FOR

Technical staff, support staff, secretaries, frontline staff and anyone interested in self-development and working productively.

CONTENTS

1. ASSERTIVENESS

- What is Assertiveness
- Four Types of Behaviours When People are under Pressure
- Differences between Being Assertive and Being Aggressive
- Why Some People Can't Say "No"
- Stating from An "Adult" Position

2. GUIDELINES TO DEVELOP ASSERTIVENESS

- Active Listening
- Mastering Body Language
- Developing Appropriate Voice Quality
- Core Phrases to Use
- Showing Empathy
- Avoid "hooks" and Going Nowhere Cycle
- Having a Fallback Position
- Exercise and Role Play

3. APPLY ASSERTIVE SKILLS AND TECHNIQUES

- Develop Broken Record Technique
- Acquire Fogging Techniques
- Achieve Workable Compromise
- Apply Negative Feelings Assertion
- Use Discrepancy Assertion
- Maintain Positive Inner Dialogue
- Video and Role-play

4. A CASE STUDY

- Using Assertive Skills to Resolve Problems

SEMINAR LEADER

Weelan Ho is the Principal and Director of PGA Consulting Limited (Hong Kong) and the Director of Ascent Global Service Pty Limited (Australia). She has significant experience in helping companies create value and improve bottom-line results through Strategy Development, Operations & Sales Improvement, Service Excellence and Organization Cultural Change Programs etc., just to name a few. The clients she has worked with are multinationals, public listed companies, family-owned enterprises and SME across Asia Pacific in multiple industries.

Another of her focus is leadership development of senior executives, middle managers and supervisors through a combination of coaching and organisation development, as they are the pillars of the organization, each having responsibility to ensure the company performs effectively in an increasingly competitive environment. Expanding organisation capability and improving soft skills are necessities for they directly impact on company performance reflected through revenue, profits and growth.

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[Register Now](#)

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FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$2,780

Non-member: HK\$2,980

Early Bird Discount: HK\$200 each

(For those who enrol and pay one month before the course commencement date)

Group Discount: HK\$200 each

(For those companies which send a total of two or more participants to this course and enrol of the same time)

VENUE

The Hong Kong Management Association
14/F Fairmont House, 8 Cotton Tree Drive
Central, HONG KONG

DEADLINE FOR APPLICATIONS

1 week before course commencement

SPECIAL FEATURE OF THE WORKSHOP

The latest training video will be shown to illustrate the main skills

LANGUAGE MEDIUM

The language of instruction will be English. However, course leader(s) may conduct their sessions in Cantonese where appropriate.

METHODOLOGY

Lecture/Discussions/Group Interaction/Video/Role Play

DEADLINE FOR APPLICATIONS

1 week before course commencement

ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552; or visit the HKMA website: www.hkma.org.hk/ seminar. For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2365-1000.

Enrolment Form

HOW TO BE ASSERTIVE - COMMUNICATING ASSERTIVELY

- 25 April 2019 SG-A6589-2019-1-F
 19 August 2019 SG-A6589-2019-2-F
 6 December 2019 SG-A6589-2019-3-F

Fee: HKMA Member: HK\$2,780 / Non-member: HK\$ 2,980

Name (Mr/Ms): _____
(Surname) (Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____ Education Level: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

- Email Promotion from HKMA
 Direct Mail by Post
 HKMA Website
 Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____