

# Assertiveness: Assert yourself in a professional context

Build professional relationships based on confidence, conviction, and respect

**MODALITY**  
100% online  
training action

## Goals

- Identify your needs and ensure others respect them
- Learn how to say 'no'
- Express your point of view with conviction
- Learn how to recognize and respond to behaviors such as avoidance, aggression, domination or manipulation.

## Highlights

- Overcome obstacles through hands-on activities based on real-world situations
- Discover tools, resources and self-coaching techniques that you can put into practice both during and after the course
- Learn with an experienced expert course leader to help you work on your assertive approach
- Improve your own assertive attitude so you can lead the way to creating fulfilling relationships with others

 Estimated time: 12h

 Sessions: contact-us at +33 1 85 08 92 75

## Programme

### PART 1

#### Identify obstacles to assertiveness and adopt a new approach

- Why should you work on becoming more assertive?
- Observe common interpersonal behaviors that lack assertiveness
- Identify the personality drivers behind our behavior

#### Activities

- Identify your own profile and areas where you can improve
- Build a new habit to improve your level of assertiveness
- Personality drivers: get back into the driver's seat!

### PART 2

#### Build equal relationships

- Build assertive relationships in the workplace
- Identify your own and others' non-assertive behaviors: manipulation, domination, evasion and aggression
- Respond to non-assertive behaviors using transactional analysis
- Build self-confidence by drawing on your values

#### Activities

- Identify non-assertive behavior in real-life situations
- Case study: react in a real life work situation
- Build your self-confidence by drawing up an action plan and putting it into action

### PART 3

#### Assert yourself while respecting others

- Build relationships that listen to your needs, beliefs and values without causing conflict
- Accept what makes you unique
- Self-assessment: identify your own profile in your relationship with others

#### Activities

- Identify your own needs, beliefs, values, and limits
- Understand your deepest needs using the "5 whys" technique
- Share best practices and experiences with the rest of the group

### PART 4

#### Assertive communication creates equal, respectful relationships

- Learning how to say 'no' in an assertive way
- Create healthy, respectful relationships by being assertive
- Use the right register to communicate effectively
- Deal with criticism

#### Activities

- Adapt your register to someone else's
- Practice giving feedback in an assertive way
- Draw up an action plan to continue to improve your level of assertiveness once the course has finished

### Audience

Anyone who wants to build an equal relationship their team members and clients.

### Prerequisites

This course has no prerequisites, it is accessible to everyone.

**Modalités d'évaluation :** un questionnaire est proposé à la fin de chaque module, ainsi qu'un examen final à l'issue de la formation.

*Last updated in August 2025.*