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COURSE BROCHURE

Assertiveness Skills Training Course for Professionals

13 – 17 June 2027
Dubai

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Registered in the United Kingdom and Saudi Arabia

Assertiveness Skills Training Course for Professionals

Ref: 1302_48855 **Date:** 13 – 17 June 2027 **Location:** Dubai **Fees:** 4600 GBP

Assertiveness Skills is a 1-week training course for professionals, supervisors and team members who want to state needs, refuse unreasonable demands and disagree without damaging working relationships, and who leave with a Personal Assertiveness Charter of scripts, boundaries and practice goals. Leaner structures and constant requests from many directions mean people who cannot say no or speak up become overloaded or overlooked. Jupiter Prime Training runs this course on Assertiveness Skills.

Why Assertiveness Skills Matter Now

Matrix reporting, always-on messaging and teams spread across sites have multiplied the requests landing on each professional, while flatter hierarchies expect individuals to raise concerns themselves rather than wait for a manager. Colleagues who drift into passive behaviour absorb extra work and burn out quietly; those who swing to aggression create friction that slows decisions and drives resignations. Organisations that build assertive habits surface problems earlier, share workload more fairly and hold more honest meetings. The course draws on the passive, aggressive and assertive behaviour continuum, Transactional Analysis TA ego states, the Thomas-Kilmann Conflict Mode Instrument TKI and the DESC script for structured requests.

Who Gains Most from Assertiveness Skills

- Professionals who juggle requests from several managers or internal clients
- Supervisors who must hold standards with colleagues who were recently their peers
- Specialists who need to challenge assumptions in meetings dominated by senior voices
- Service staff who handle demanding customers while protecting company policy
- Team members returning from leave or changing roles who must reset expectations

Departments with heavy cross-functional demands, such as shared services and project offices, gain most when several colleagues attend together and agree a common language for requests and refusals.

Assertiveness Skills Capabilities

Participants rehearse real conversations from their own working week, drawing on cases from hospital administration and logistics operations.

- Assess personal patterns across passive, aggressive, passive-aggressive and assertive behaviour — for the individual's development priorities
- Apply the DESC script to make clear, respectful requests — for colleagues whose cooperation is needed
- Communicate a refusal or counter-offer without guilt or over-explanation — for managers allocating competing work
- Build and state personal and professional boundaries — for teams sharing workload and availability
- Weigh criticism using fogging and negative enquiry before responding — for reviewers giving feedback
- Test calm responses to pressure, interruption and manipulation in difficult conversations — for customers, peers and senior stakeholders

Key Assertiveness Skills Terms

- Assertiveness — expressing needs, views and limits honestly and directly while respecting the rights of others.
- Passive-aggressive behaviour — indirect resistance such as sarcasm, silence or delay that hides disagreement instead of stating it.
- DESC script — a four-part structure: Describe the situation, Express the effect, Specify the change, state the Consequences.
- Broken record — calmly repeating a core message in the same words when pressed, without escalating or giving in.
- Fogging — acknowledging any truth in criticism without accepting all of it, which lowers tension and keeps dialogue open.
- Personal boundary — a clear limit on time, workload or behaviour that a person communicates and maintains at work.

Assertiveness Skills Day by Day

Day 1: Behaviour Styles and Personal Rights

- Passive, Aggressive and Assertive Continuum — Recognising Personal Default Responses
- Assertiveness Self-Assessment Questionnaire — Locating Situations Where Confidence Drops
- Bill of Assertive Rights — Clarifying What Each Person May Ask
- Transactional Analysis Ego States — Spotting Parent, Adult and Child Reactions
- Self-Talk Reframing — Replacing Beliefs That Trigger Avoidance or Attack

Day 2: Requests, Refusals and Boundaries

- DESC Script — Structuring a Clear Request for Change
- Saying No With a Reason and Alternative — Protecting Priorities and Goodwill
- Workable Compromise Offers — Negotiating Scope, Timing or Support
- Boundary Statements — Setting Limits on Availability and Workload
- Email and Chat Assertiveness — Writing Firm Messages Without Coldness

Day 3: Voice, Body and Confidence

- Non-Verbal Congruence — Matching Posture, Eye Contact and Tone to Words
- I-Statements — Owning Views Without Blaming Others
- Speaking Up in Meetings — Entering Discussions Dominated by Senior Voices
- Confidence Anchors — Preparing Mentally for High-Pressure Moments
- Cultural Norms and Directness — Adapting Assertiveness Across Diverse Teams

Day 4: Criticism, Conflict and Pressure

- Fogging and Negative Enquiry — Receiving Criticism Without Defensiveness
- Giving Critical Feedback — Addressing Behaviour Rather Than Personality
- Thomas-Kilmann Conflict Modes — Choosing Between Competing, Collaborating and Compromising
- Broken Record Technique — Holding Position Against Persistent Pressure
- Manipulation Tactics — Recognising Guilt, Flattery and False Urgency

Day 5: Practising the Personal Assertiveness Charter

- Difficult Conversation Rehearsal — Applying DESC to a Real Workplace Case
- Refusal Role-Play With Observers — Testing Tone and Alternative Offers
- Criticism Response Drill — Combining Fogging With I-Statements
- Confidence Progress Review — Comparing Behaviour Against the Opening Self-Assessment
- Personal Assertiveness Charter — Recording Scripts, Boundaries and Practice Goals

Applying Assertiveness Skills After the Course

- Use the DESC script in one pending workplace request within two weeks and note the response.
- State one workload or availability boundary to the team and review with the line manager how it holds after a month.

Assertiveness Skills Questions FAQ

What are assertiveness skills, and why do they matter now?

Assertiveness skills are the ability to express needs, opinions and limits clearly while respecting others. They matter now because professionals face more requests from more directions, and those who cannot refuse or speak up risk overload, resentment and missed problems.

Which roles gain most from assertiveness skills training?

Professionals, supervisors and team members who handle competing demands gain most, particularly those working across functions or with demanding customers. New supervisors leading former peers also benefit from structured ways to hold standards.

How does assertiveness skills training differ from a conflict management course?

It concentrates on everyday personal behaviour: making requests, refusing, setting boundaries and receiving criticism. A conflict management course focuses on resolving established disputes between parties, often as a mediator, rather than on an individual's own habits.

What do you bring back from assertiveness skills training?

You bring back a personal charter with tested scripts for requests and refusals, your chosen boundaries, techniques for handling criticism and practice goals for the weeks ahead.

Assertiveness Skills: The Way Forward

The Personal Assertiveness Charter gathers the scripts, boundaries and practice goals a participant tested during the course. Its first use is deciding which pending request or refusal to handle differently next week, and the participant and line manager can refer to it in development conversations. After a month, the boundaries section deserves a second look to see which limits held.