



MALAYSIAN INSTITUTE OF MANAGEMENT
Institut Pengurusan Malaysia

LEADERSHIP DEVELOPMENT

Assertiveness Skills For Management Leaders

(Leading People For Results)

Effective Communication is a combination of knowing **WHAT** to say, **HOW** to say and **WHEN** to say it. Individuals who have successfully combined these three skills go through their daily tasks with ease in today's competitive business environment because they know how to respond appropriately to day to day challenges. Those who do not, continue to struggle and become ineffective.

Leaders in organisations communicate daily with subordinates, colleagues, customers, suppliers, bosses, stakeholders, in meetings, doing presentations or selling products both face-to-face and over the phone. Each of these communication processes results in an 'OUTCOME', which leads to something that gets done either for the leader, for the other person(s), or for the mutual benefit of both. However, it is not just **WHAT** (outcome) is achieved, but more importantly it is **HOW** it's (outcome) achieved.

Some leaders are too passive. Other leaders are aggressive. In both cases, no effective communication takes place. Whether your behaviour is unassertive (passive) or overassertive (aggressive), it is possible to change if you know the 'HOW' to be assertive. This programme focuses on developing the skills of 'HOW' to be an assertive leader and enable you to influence others effectively and lead them for results.

LEARNING METHODOLOGY

- Lectures
- Interactive discussions
- Case studies
- Role plays
- Debriefing sessions



This programme will be run in a highly interactive manner to induce learning.

DESIGN FOR

- New Managers
- Managers
- Senior Managers



LEARNING OUTCOME

At the end of this programme, you will be able to:

- Identify the importance of assertiveness skills for leaders
- Be able to communicate and relate effectively with others by Identifying the rights and responsibilities of positive, powerful and assertive communication
- Understand and avoid poor communication strategies and apply remedies to improve your communication at work
- Be a better listener to your own needs and that of your team members
- Minimise passive, defensive and aggressive reactions
- Experience increased work effectiveness and productivity
- Take more in control of your daily activities.

PROGRAMME OUTLINE

DAY 1

- Different type of leadership styles
- The new challenges confronting leaders
- Assessing your leadership strengths and weaknesses
- Strengthening my interpersonal communication style
- External influences on my behaviour
- Overcoming obstacles to assertive behaviour

DAY 2

- Difference between passive, assertive and aggressive behaviour
- Assertive, persuasive and positive communication
- Building assertive relationship at work
- Giving and receiving feedback assertively
- Nonverbal assertiveness – posture, gestures, eye contact
- Using assertive and positive language

DAY 3

- Resolving conflict assertively
- Assertive negotiation skills
- Handling performance problems assertively
- Replacing old habits with assertiveness
- Moving from defeating (negative) to positive ways of thinking
- Setting goals that work – SMART goals
- Personal “Assertiveness Leadership Action Plan”

LEARNING FACILITATOR

Main Facilitator

P. Krisnan Palanisamy, MIM-CPT, MMIM

Masters in Business Administration (MIM-University of Bath, UK), B.Sc (Hons) (UM), Dip. In Accounting and Finance (ACCA), Dip. In Education (UM)

Alternate Facilitator

Jeremy Earl Abrahams, MIM-CPT, MIM-CPFM, MMIM

MBA (MMIM – University of Bath, UK), B. Sc (Hons) (USM)

PSMB SCHEME

- SBL

CPD Hours:

- 24



70% training grant (for eligible SMEs)
(Early bird and group discounts are not applicable for those who apply for programmes under this training grant.)

For registration and further information,
Please connect with **Public Programme Team.**

publicprog@mim.org.my

Malaysian Institute of Management

Unit T1-L11, Level 11, Tower 1, Jaya 33, No. 3 Jalan Semangat,
Seksyen 13, 46200 Petaling Jaya, Selangor, Malaysia
Tel: +603 7711 2888 Fax: +603-7711 2999 E-mail: enquiries@mim.org.my

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www.mim.org.my

ADMINISTRATIVE DETAILS

FEES:

Member: RM2,320 Non-Member: RM2,690
(Inclusive of the 6% GST)

DURATION: 3 days

TIME: 9:00 am - 5:30 pm

DATES:

- 7-9 January 2016
- 7-9 March 2016
- 13-15 June 2016
- 17 - 19 October 2016
- 5-7 December 2016