

Assertiveness in Global Organizations



Assertive people are highly valued commodities in global businesses but what exactly is assertiveness and why is it so highly valued? Assertiveness is a mode of both verbal and non-verbal communication. Assertiveness is a behavior, which positively affirms ones point of view without aggression. Assertive people often have high self-esteem and are less likely to be intimidated or become submissive in communicative situations. Assertive people are comfortable expressing their feelings while also remaining objective and are able to build and maintain comfortable relationships.

In culturally diverse organizations assertive communication is vital. There are many times when we need to persuade and influence others to understand and accept our point of view in order to achieve specific goals. Assertive communication can strengthen our relationships, reduce stress from conflict and provide us with support when facing difficult times. In global meetings, for example, proactive participation, positive attitudes and logical thinking are crucial to success. Unfortunately many meeting participants are not assertive, leading to poor outcomes and potentially poor business performance. However we are not all born assertive; it is something we can learn and develop over time. There are many barriers to assertive behavior including personal or cultural issues but we can all learn how to overcome these barriers.

Our assertiveness training program creates self-awareness of ones own communication style by identifying strengths and weaknesses. We then focus on some of the barriers - personal, cultural and language - which prevent us from becoming more assertive. Once all barriers have been identified we help participants overcome them through practical business communication workshops. Participants practice assertive behaviors and skills through practical simulated business activities, such as meetings, negotiations and team building. All activities are supported with modern theory from experts in fields such as personal development and cognitive behavior. Activities give participants the opportunity to practically build assertive behaviors and further understand the importance of assertiveness. Throughout the course all participants continuously develop and improve their core communication skills while building higher levels of confidence in global business situations.

For full course outline please feel free to email us at: info@platinum-training.co.jp