MERCURY

Advanced Assertive Communication Skills

4 – 8 April 2027
Cairo (Egypt)



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Introduction

Effective communication is at the heart of professional success, and assertiveness elevates that by enabling clear, respectful expression of ideas and boundaries. The Advanced Assertive Communication Skills course empowers participants to navigate high-stakes conversations with confidence, balancing firmness and empathy. Through theory, models, and real-world practice, learners will deepen their self-awareness and develop more nuanced interpersonal influence. This course also explores advanced strategies for conflict resolution, saying "no" without guilt, and giving and receiving feedback assertively. Participants will refine both verbal and nonverbal techniques to project presence and credibility. By the end, they will be better equipped to communicate with authority, clarity, and respect in both individual and group settings.

Targeted Groups

This Advanced Assertive Communication Skills course targets professionals seeking specialized knowledge and skills:

- Mid- and senior-level managers who need to lead difficult conversations.
- Team leaders and project managers want to assert influence without dominance.
- Sales, negotiation, and business development executives aiming to build trust.
- HR professionals dealing with feedback, boundaries, and workplace dynamics.
- Customer-facing staff who must communicate clearly and stand firm under pressure.
- Professionals in high-stress, high-stakes roles require confident, respectful communication.

Course Objectives

Participants will achieve the following objectives by completing Advanced Assertive Communication Skills:

1. Understand and distinguish different communication styles—passive, aggressive, passive-aggressive, and assertive—and identify their impact in professional contexts.
2. Cultivate self-awareness of personal triggers, beliefs, and nonverbal habits that hinder or support assertive behavior.
3. Learn and apply advanced techniques for delivering difficult feedback, managing criticism, and negotiating boundaries.
4. Build confidence to say "no" and assert needs diplomatically without damaging relationships.
5. Practice strategies for conflict resolution, using assertive language to create win-win outcomes.
6. Develop mastery of both verbal and nonverbal communication tools to project authority, empathy, and clarity in high-pressure situations.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Increased self-confidence in articulating ideas and needs under pressure.
- Enhanced emotional intelligence by recognizing and regulating responses in challenging conversations.
- Advanced conflict-management skills, enabling resolution with respect and impact.
- Ability to build and maintain healthy professional boundaries without guilt.
- Skilled delivery of feedback and criticism, in a way that is constructive and assertive.
- Improved nonverbal presence, including body language, tone, and voice modulation.
- Strategic use of "I-statements," broken-record technique, and positive enquiry in real-life interactions.
- Strengthened influence and persuasion through assertive, not aggressive, communication.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Navigating a performance review where an underperforming team member resists feedback.
- Negotiating a promotion or salary raise with a superior who undervalues your contribution.
- Responding to aggressive or undermining behaviour from a colleague while preserving the working relationship.
- Saying "no" to unrealistic demands from a client or stakeholder while maintaining goodwill.
- Addressing boundary violations in cross-functional teams without escalation.
- Managing criticism from a peer or manager in a way that protects self-esteem and the relationship.
- Delivering constructive feedback to a disruptive or difficult team member in a diplomatic way.

Course Content

Unit 1: Foundations of Assertive Communication

- Define assertive communication and its role in professional effectiveness.
- Distinguish assertiveness from passive, aggressive, and passive-aggressive styles.
- Explore the benefits and risks of assertive behaviour in the workplace.
- Identify common mental roadblocks, such as fear of rejection or conflict.
- Recognize personal triggers and unconscious habits that undermine assertiveness.
- Self-assessment: map your current communication style and assertive profile.
- Examine assertive rights and principles as a foundation for behavior.

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Unit 2: Self-Awareness and Emotional Regulation

- Explore how beliefs, experience, and identity influence your communication style.
- Identify cognitive distortions e.g., catastrophizing, personalization that reduce assertiveness.
- Learn strategies to reframe unhelpful thinking and build self-confidence.
- Practice techniques to regulate emotional arousal before and during difficult conversations.
- Develop mindfulness and self-monitoring habits to maintain calm under pressure.
- Use “I-statements” to communicate feelings and needs without blame.
- Build an action plan for personal growth in assertive self-awareness.

Unit 3: Assertiveness Techniques and Tools

- Practice essential communication tools: broken record, fogging, and positive enquiry.
- Master "I-messages" to claim your space without attacking others.
- Develop techniques for saying “no” firmly, politely, and without guilt.
- Learn how to ask for what you need or want using assertive requests.
- Apply power words and confident language to enhance impact.
- Build a personal toolkit of verbal and nonverbal strategies.
- Role-play exercises: using the toolkit in realistic, challenging situations.

Unit 4: Conflict Resolution and Saying “No” with Respect

- Understand conflict triggers and styles in both team and one-on-one situations.
- Analyze models for conflict resolution that preserve relationships.
- Practice assertive negotiation strategies for win-win outcomes.
- Use the broken-record method in boundary-setting conversations.
- Develop structured responses for refusing demands or requests.
- Simulate challenging discussions: role-play realistic “saying no” scenarios.
- Debrief and reflect on the emotional and relational impact of assertive refusals.

Unit 5: Advanced Feedback and Boundary Management

- Explore frameworks for delivering constructive criticism respectfully.
- Learn how to receive feedback assertively, without defensiveness.
- Practice delivering feedback using clear, non-judgmental language.
- Address boundary violations: identify, communicate, and enforce limits.
- Role-play giving and receiving feedback across different power dynamics.
- Develop strategies for maintaining long-term boundaries, even under pressure.
- Create a personal communication plan to sustain assertive habits.

Final Insights & Key Takeaways

Participants finish this course with heightened confidence, more substantial presence, and a refined toolkit for assertive interactions. They will leave ready to lead conversations with clarity, respect, and influence in both personal and professional settings.