



COURSE OVERVIEW SS0794 Assertiveness Skills

Course Title

Assertiveness Skills

Course Date/Venue

Session 1: February 08-12, 2026/Meeting
Plus 9, City Centre Rotana
Doha Hotel, Doha, Qatar
Session 2: August 16-20, 2026/Meeting
Plus 9, City Centre Rotana
Doha Hotel, Doha, Qatar



Course Reference

SS0794

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs

Course Description



80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

This course is designed to provide participants with a detailed and up-to-date overview of Assertiveness Skills. It covers the key concepts of assertiveness and the difference between assertiveness, passivity and aggression; the passive, aggressive and assertive behaviors including the rights and responsibilities in assertiveness; the communication style through self-assessment; the verbal assertiveness techniques and non-verbal assertiveness; handling confrontational or challenging conversations; and the techniques to say no without guilt or aggression.



Further, the course will also discuss the strategies for confidentiality responding to constructive and negative criticism; the active listening skills and how they enhance assertive communication; overcoming barriers to assertiveness and building self-confidence for assertiveness; the role of emotional intelligence in managing emotions assertively; developing positive assertive mindset; applying assertiveness with colleagues and managers; and resolving workplace conflicts in an assertive and respectful manner.





During this interactive course, participants will learn the use of assertiveness to negotiate effectively without being aggressive; how to assert yourself under pressure while managing stress; handling reluctance and resistance from others and maintaining assertiveness over time; balancing assertiveness and flexibility; and performing assertive feedback and praise and assertiveness action plan.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on assertiveness skills
- Discuss the key concepts of assertiveness and the difference between assertiveness, passivity and aggression
- Identify the benefits of assertiveness in personal and professional life
- Recognize the passive, aggressive and assertive behaviors including the rights and responsibilities in assertiveness
- Develop communication style through self-assessment
- Apply verbal assertiveness techniques and non-verbal assertiveness
- Handle confrontational or challenging conversations as well as apply techniques to say no without guilt or aggression
- Respond to constructive and negative criticism with confidence and employ active listening skills and how they enhance assertive communication
- Overcome barriers to assertiveness and build self-confidence for assertiveness
- Identify the role of emotional intelligence in managing emotions assertively and develop positive assertive mindset
- Apply assertiveness with colleagues and managers and resolve workplace conflicts in an assertive and respectful manner
- Use assertiveness to negotiate effectively without being aggressive and how to assert yourself under pressure while managing stress
- Handle reluctance and resistance from others and maintain assertiveness over time
- Balance assertiveness and flexibility and perform assertive feedback and praise and assertiveness action plan

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive "Haward Smart Training Kit" (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes electronic version of the course materials conveniently saved in a Tablet PC.



Who Should Attend

This course provides an overview of all significant aspects and considerations of assertiveness skills for managers and supervisors, customer service representatives, sales, marketing professionals, project leaders, team members and human resources personnel.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

-  [British Accreditation Council \(BAC\)](#)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  [The International Accreditors for Continuing Education and Training \(IACET - USA\)](#)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Pan Kidis, MBA, BSc, is a **Senior Management Consultant** with over **30 years** of extensive experience in **Project Scheduling & Cost Control**, **Project Planning**, **Scheduling & Cost Control Professional**, **Production Planning & Scheduling**, **Administration Skills**, **Office Management Skills**, **Survey Skills**, **Interviewing Skills**, **Interpersonal Skills**, **Communication Skills**, **Negotiation Skills**, **Presentation Skills**, **Manager Skills**, **Supervisory & Management Skills**, **Counselling Skills**, **Leadership Skills**, **Office Management**,

Code of Conduct, **Train the Trainer**, **Logistics & Transportation Planning** Methods, **Forecasting Logistics Demands**, **Visual Network Model**, **Logistics Operations**, **Strategic Transport Planning**, **Transport System**, **Fleet Planning**, **Routing & Scheduling**, **Transport Cost Concepts & Elements**, **Costing Vehicles & Trips**, **Tariff Fixing**, **Supply Chain & Operations Management**, **Logistics & Production Planning**, **Cost Reduction Techniques**, **Inventory Management**, **Business Analysis**, **Risk Management**, **Production Management**, **Warehouse Management**, **Production Planning**, **Material Requirement Planning**, **Budgeting**, **Production & Shop Floor Scheduling**, **Cost Analysis**, **Database Design & Implementation**, **Business Administration**, **Production Data Acquisition & Analysis**, **Industrial Logistics**, **Process Improvement**, **Team Leadership & Training**, **Textile Manufacturing**, **Staff Reduction**, **Warehouse and Shipping**. Further, he is also well-versed in **Cash Flow Management**, **Decision Making Techniques**, **Production & Product Inventory Control**, **Inventory Analysis Tools**, **Stock Management Techniques**, **Material Handling**, **Process Improvement & Equipment Selection**, **Costing & Budgeting**, **Wastewater Treatment Plant Monitoring & Control**, **Volume Tank Measurements**, **Data Acquisition** and **Energy Conservation**. He is currently the **Business Analyst** of Diasfalis Ltd. wherein he is responsible in the design of the proposed business model and develop and evaluate new applications.

Mr. Kidis had occupied several significant positions as the **Supply Chain Manager**, **Production Planning & Logistics Manager**, **Purchasing Office Manager**, **Project Manager**, **Assistant Dyeing Manager**, **Production Supervisor**, **Production Coordinator** and **Design & Analysis Intern** for various international companies such as the Hellenic Fabrics, **AKZO Chemicals Ltd.** and **EKO Refinery** and Greek Navy Force.

Mr. Kidis has a **Master's** degree in **Business Administration** from the **University of Kent, UK** and a **Bachelor's** degree in **Chemical Engineering** from the **Aristotle University of Thessaloniki, Greece**. Further, he is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and has delivered numerous trainings, courses, workshops, seminars and conferences internationally.

Course Fee

US\$ 6,000 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.



Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0930	<i>Introduction to Assertiveness</i> <i>Definition & Key Concepts • Differentiating Between Assertiveness, Passivity & Aggression</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>The Importance of Assertiveness</i> <i>Benefits of Assertiveness in Personal & Professional Life</i>
1030 – 1130	<i>Assertive versus Non-Assertive Behaviors</i> <i>Recognizing Passive, Aggressive & Assertive Behaviors</i>
1130 – 1215	<i>Rights & Responsibilities in Assertiveness</i> <i>Personal Rights & Responsibilities When Asserting Oneself</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<i>Self-Assessment: Current Communication Style</i> <i>Identify Your Communication Style Through Self-Assessment</i>
1330 – 1420	<i>Basics of Assertive Communication</i> <i>Basic Principles of Assertive Communication</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	<i>Verbal Assertiveness Techniques</i> <i>How to Use "I" Statements to Express Thoughts & Feelings Clearly</i>
0830 – 0930	<i>Non-Verbal Assertiveness</i> <i>Body Language & Tone of Voice to Support Assertive Communication</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>Managing Difficult Conversations</i> <i>Strategies for Handling Confrontational or Challenging Conversations</i>
1100 – 1215	<i>Saying 'No' Assertively</i> <i>Techniques to Say No Without Guilt or Aggression</i>



1215 – 1230	Break
1230 – 1330	Handling Criticism Assertively Responding to Constructive & Negative Criticism with Confidence
1330 – 1420	Listening & Assertiveness Active Listening Skills & How They Enhance Assertive Communication
1420 – 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 – 0830	Overcoming Barriers to Assertiveness Identifying Personal & Cultural Obstacles that Prevent Assertiveness
0830 – 0930	Building Self-Confidence for Assertiveness Techniques to Boost Confidence & Maintain Assertiveness
0930 – 0945	Break
0945 – 1100	Emotional Intelligence & Assertiveness The Role of Emotional Intelligence in Managing Emotions Assertively
1100 – 1215	Developing a Positive Assertive Mindset Cultivating a Mindset That Supports Assertive Behavior
1215 – 1230	Break
1230 – 1330	Assertive Body Language Practice Practice & Refine Body Language That Conveys Confidence
1330 – 1420	Role-Playing Assertive Scenarios Practice Assertiveness in Realistic Work & Personal Situations
1420 – 1430	Recap
1430	Lunch & End of Day Three

Day 4

0730 – 0830	Assertiveness with Colleagues & Managers How to Assert Yourself in Different Workplace Dynamics
0830 – 0930	Delegating & Managing Assertively Assertive Leadership & Delegation Techniques
0930 – 0945	Break
0945 – 1100	Assertive Conflict Resolution Resolving Workplace Conflicts in an Assertive & Respectful Manner
1100 – 1215	Assertiveness in Meetings & Presentations Techniques to Express Your Ideas Assertively in Group Settings
1215 – 1230	Break
1230 – 1330	Negotiation Skills & Assertiveness Using Assertiveness to Negotiate Effectively Without Being Aggressive
1330 – 1420	Dealing with Workplace Stress Assertively How to Assert Yourself Under Pressure While Managing Stress
1420 – 1430	Recap
1430	Lunch & End of Day Four

Day 5

0730 – 0830	Handling Reluctance & Resistance from Others Managing Situations Where Others Resist Your Assertiveness
0830 – 0930	Maintaining Assertiveness Over Time Strategies to Continue Being Assertive Without Reverting to Old Behaviors
0930 – 0945	Break



0945 – 1030	Balancing Assertiveness & Flexibility Being Assertive While Maintaining Adaptability & Cooperation
1030 – 1130	Assertive Feedback & Praise Providing Constructive Feedback & Praise Assertively
1130 – 1230	Assertiveness Action Plan Developing a Personal Action Plan to Implement Assertiveness in Daily Life
1230 – 1245	Break
1245 – 1345	Final Role-Playing & Feedback Session Interactive Session with Feedback on Assertive Communication from Peers & Instructors
1345 – 1400	Course Conclusion
1400 – 1415	POST-TEST
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

Practical Sessions

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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