



# Assertiveness and Self-confidence

## Overview

Self-confidence and assertiveness are two skills that are crucial for success in life. If you don't feel worthy, and/or you don't know how to express your self-worth when communicating with others, life can be very painful.

This course will give learners an understanding of what assertiveness and self-confidence each mean (in general and to them personally) and how to develop those feelings in their day-to-day lives.

## Who this course is for

This course is an essential learning experience for learners who are shy or unassertive and wish to improve their self-confidence and enhance their impact, effectiveness and credibility.

It concentrates on developing the knowledge and skills required to project a positive and self-assured image. Hand in hand with building self confidence learners will learn to be more assertive and change how they feel about themselves.

## Course outline

- Topic 1: What Does Self-Confidence Mean To You?
- Topic 2: Obstacles to Our Goals
- Topic 3: Communication Skills
- Topic 4: The Importance of Goal Setting
- Topic 5: Feeling the Part
- Topic 6: Looking the Part
- Topic 7: Sounding the Part
- Topic 8: Powerful Presentations
- Topic 9: Coping Techniques
- Topic 10: Dealing with Difficult Behaviour

*"No one can make you feel inferior without your consent"*  
Eleanor Roosevelt

By the end of this course, learners should be able to:

- Describe the types of negative thinking and how to overcome
- Define assertiveness and self-confidence
- Explain the difference between listening and hearing
- understand the importance of body language and questioning skills in communication
- Practice sending positive communications phrased as "I-Messages"
- List reasons why a pleasing appearance and body language are critical for creating a strong first impression
- Use the STAR model to make their case during a presentation challenge
- Practice strategies for gaining positive outcomes in difficult interpersonal situations

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

### Applies towards the following certificate(s) and award(s)

- Building Skills for Entrepreneurs Diploma
- Leadership and Supervision Diploma
- Managerial Skills for Sales and Marketing Professional Diploma
- Professional Secretariat Skills Diploma
- Salesman Professional Certificate
- Customer Service Excellence Diploma
- Professional Training Skills Diploma
- Youth Building Skills Diploma

