

COURSE OVERVIEW SS0150-4D Demonstrative Confidence & Assertiveness in Work

Course Title

Demonstrative Confidence & Assertiveness in Work

Course Reference

SS0150-4D

Course Duration/Credits

Four days/2.4 CEUs/24 PDHs



Course Date/Venue

Session(s)	Date	Venue
1	January 22-25, 2024	Jubail Hall, Signature Al Khobar Hotel, Al Khobar, KSA
2	April 29-May 02, 2024	Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE
3	August 05-08, 2024	Business Center, Concorde Hotel Doha, Doha, Qatar
4	November 18-21, 2024	Ajman Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE

Course Objectives



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 enhance participants' know-how, practice and application of a key and subtle manifestation of human interaction which affects and governs to a large degree their competence in interpersonal relationships in areas such as personality, behaviour, conduct and attitude.



The course will address the techniques and tools of building and demonstrating confidence in the work context, whilst touching on the core factors which enhance or hinder the building of confidence over age, experience and the social environment.

Course participants will familiarize themselves with the knowledge, principles and techniques of juxtaposing confidence and assertiveness, and highlighting the effect and counter effect of their absence or presence in descriptive situations.



Further, participants will additionally come to grips with themes that have a strong bearing on establishing their level of confidence and assertiveness such as communication, persuasion, personality analysis, team formation, behaviour analysis, the mindset syndrome, creative thinking, knowledge management and conflict containment.

The course participants will learn the application of emotional intelligence tools in order to set a balanced dose of self-control and self-image in the hope of seeing eye- to- eye with people’s views and perceptions.

The course will conclude by establishing the value of confidence and assertiveness in the work and social contexts, whilst establishing the inevitable link between them, and highlights the role and influence of related issues such as business ethics, feedback and culture on the overall outcome in terms of productivity and value-adding in areas such as strategy, performance, conflict containment, employee morale, motivation, commitment, growth, and sustainability.

Course Objectives

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

- Apply and gain an in-depth knowledge and skill on assertiveness and self-confidence
- Define self-assessment, self-perception and image projection
- Explain what makes a personality by determining the different personality types
- Discuss ways in preventing and dealing with conflict in the workplace
- Create a successful business meetings and presentation
- List how to successfully manage a project through using work tools to improve performance

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

The course is specifically designed for professionals and staff in technical and non-technical functions who need to raise their competence in the main areas of human interaction, assertiveness, confidence shaping, conduct and behaviour analysis, attitude monitoring, emotional intelligence, communication, feedback, knowledge management, self-assessment, negotiation & persuasion, interpersonal skills, conflict, mindset attitudes, ethics and culture, morale & motivation, commitment, character appraisal, team behaviour, and transactional analysis.

Accommodation


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

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


Certificates are accredited by the following international accreditation organizations:-

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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 **2.4 CEUs** (Continuing Education Units) or **24 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.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. 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.

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.

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:



Ms. Lina Storm, MBA, BA is a **Senior Management Consultant** with over **25 years** of extensive experience specializing in **Human Resource** Development, **Human Resource** Management, **Career** Development & Succession Planning Strategies, **HR Management** System, **Human Relation Skills & EQ Intelligence**, **People** Management Essentials, **Strategic Recruitment, Interviewing & Selection, Human Capital Asset** Management, **Leadership & Management Skills, Coaching & Mentoring Skills, Performance Evaluation, Customer Relationship** Management & Development, **Supervisory Skills, Planning & Organizing, Problem Solving & Decision Making, Communication** Skills, **Change** Management, **Business** Management, **Supply Chain** Management, **Influencing & Leadership** Skills, **Team Leadership & Team Work, Balance Scorecard** Implementation, **Time** Management, **Negotiation** Skills, **Public Speaking & Presentation** Skills, **Behavioural** Skills, **Team Building, Effective Team Communication** Skills, **Meeting** Skills, **Budget & Cost Control, Communication & Interpersonal** Skills, **Administrative & Secretarial** Skills, **Emotional Intelligence, Work Ethics**, **Managing & Motivating Diverse Teams, Supervisory** Skills, **Marketing** Skills, **Excellence in Customer Service, Conflict Management, Mobilizing People, Coaching** Skills and **Presentation** Skills. She is currently the **Head of Brand** of Educor (Pty) Ltd wherein she spearheaded vision, strategy and execution of South Africa Business operations, leading project teams to proven results across multiple lines of business, geographic borders and cultures as well as lead the management team and direct all operations for installations and service provision for infrastructure systems.

During her career life, Ms. Storm has held various significant positions and dedication both in academic and industrial as the **Campus Director, Sales Director, Commercial Director, National Operations Manager, Brand Operations Manager, Corporate Marketing Manager, Portfolio Manager, Campus Principal, Course Coordinator, Efficacy Workgroup & Trained Evaluator** and **Senior Lecturer/Trainer** for various companies and universities like the Technikon Witwatersrand, Milpark Business School, Rosebank College & Vega at ADvTECH, CTI Education Group, Pearson Institute of Higher Education (PIHE) and Educor (Pty) Ltd.

Ms. Storm has a **Master of Arts** in **Business Administration** from the **University of Wales** and a **Bachelor** degree in **Education**. Further, she is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a **Registered Assessor, a Registered Skills Development Facilitator (SDF)** and a member of the Academic Board & Senate, the Pearson SA Executive Team, the Senior Leadership Team (**SLT**), National Tablet Committee, Academic Board Representative, National Enrolment Committee Chair and Senate & Academic Board. She has further delivered innumerable trainings, courses, seminars, conferences and workshops internationally.

Course Fee

Al Khobar	US\$ 4,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	US\$ 4,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day
Doha	US\$ 5,500 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Abu Dubai	US\$ 4,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course 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	Introduction <i>Self-Assessment • How Do I View Myself and Do Other People See Me</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Self-Assessment Self Perception & Image Projection <i>Self Esteem • Self Control • Self Expression • Self Awareness</i>
1100 – 1230	My Strong Points <i>Weaknesses • Opportunities and Threats</i>
1230 – 1245	<i>Break</i>
1245 – 1330	Learning Experiences <i>My Likes & Dislikes</i>
1330 – 1420	What Makes a Personality <i>Personality Types</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	Attitude, Behavior & Conduct <i>Emotional Intelligence • Interpersonal Skills</i>
0830 – 0930	Reactional Emotional Therapeutic Model (RET)
0930 - 0945	<i>Break</i>
0945 - 1100	People Skills: Factors Determining Conduct <i>Communication Styles • How Profile Determines Style • Principles of Human Interaction</i>
1100 – 1230	Conducting a Meeting (as Chairperson &/or as Participant)

1230 – 1245	<i>Break</i>
1245 – 1420	<i>Preventing & Dealing with Conflict in the Workplace</i> <i>Conflict Containment and Resolution</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0830	<i>Change Management</i>
0830 – 0930	<i>Winning Teams: Team Formation & Group Dynamics</i>
0930 - 0945	<i>Break</i>
0945 - 1100	<i>Win-Win Negotiations</i>
1100 – 1230	<i>Creative Mindsets</i>
1230 – 1245	<i>Break</i>
1245 – 1420	<i>The Performance Appraisal Interview (Conducting the Interview & being Interviewed)</i> <i>Potential Identification</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day Three</i>

Day 4

0730 – 0830	<i>Business Meetings & Presentations</i>
0830 – 0930	<i>How to Successfully Manage Projects</i> <i>Work Tools to Improve Performance</i>
0930 - 0945	<i>Break</i>
0945 - 1100	<i>Review of Course Themes</i> <i>Summary of Learning Points</i>
1100 – 1230	<i>The Personal Implementation Plan</i>
1230 – 1245	<i>Break</i>
1245 - 1345	<i>Planning & Managing My Career</i>
1345 – 1400	<i>Course Conclusion</i>
1400 – 1415	<i>POST-TEST</i>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

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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