



Assertiveness and Conflict Management

Date: 11th – 12th August 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J

Organized By: **ATCEN**™ ACADEMY

Workshop Description

All managers are involved in numerous situations where they need to be assertive to deal with conflict; this occurs at work or at home. A conflict or negotiation situation is one in which there is a conflict of interests or what one wants isn't necessarily what the other wants.

Most managers do not enjoy dealing with conflicts-either with bosses, peers, subordinates, friends, or strangers. This is particularly true when the conflict becomes hostile and when strong feelings become involved. Resolving conflict can be mentally exhausting and emotionally draining.

This 2-day workshop introduces managers and supervisors to key elements and practical techniques associated with effective complaint and difficult staff and peer management. The workshop consists of modules that enlighten participants on their role and importance of professionalism when managing difficult staff and peers.

Workshop Objectives

- Understand conflict and its relation with professional management;
- Demonstrate professionalism when interacting with staff and peers;
- Differentiate 'assertive' and aggressive behavior;
- Appreciate the benefits of being assertive;
- Apply assertiveness skills in 'real-life' situations;
- Develop a plan for developing better assertiveness skills;
- Learn techniques to handle various difficult individuals;
- Able to create a positive service experience that will increase your credibility and staff loyalty.

Who Should Attend?

Managers, New Managers, Team Leaders, Supervisors



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to **ATCEN Sdn Bhd** in January 2008.

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

Assertiveness and Conflict Management Workshop

Workshop Chronology

Day 1:

- 0830 Welcome Coffee and Tea
- 0900 **Module 1: Conflict & You**
- Professionalism in the Knowledge Economy
 - Recognizing Professional Conflict Situations
 - Your Role in Conflict Management
- 1030 Tea Break
- 1050 **Module 2: Conflict Management**
- Understanding the Causes of Conflict and Its Stages
 - The Acknowledge, Defuse, Refocus Approach in Managing Conflict
 - Communicating the Disagreement and Setting Expectations
- 1300 Lunch
- 1400 **Module 3: Assertive and Influencing Techniques**
- Planning Your Behavior - The 3 Steps to Assertive Behavior
 - Empathy, Discrepancy, Consequence and Responsive Assertion Techniques
 - Escalating your Assertiveness Level But With Win-Win Focus
- 1530 Tea Break
- 1550 **Continue Module 3**
- 1700 End of Day 1

Day 2:

- 0900 **Module 4: Applying Assertiveness in Real Life Situations**
- Handling Conflict, Confrontation and Aggression
 - Saying 'No' to Unreasonable/Unrealistic Demands
 - Telling Others What you Want - Asking for Things
 - Expressing Opinions Effectively - Getting People to Listen
 - Communicating with Older People
- 1030 Tea Break
- 1050 **Module 5: Understanding Difficult Individuals**
- The Various Types of Difficult Individuals
 - An Introduction to DiSC Profiling
 - Using DiSC Profiling to Manage Difficult People
- 1300 Lunch
- 1400 **Module 6: Managing Ex-colleagues**
- You've Been Promoted Over Others; "What Now?"
 - Drawing the Line Between Professionalism and Friendship
 - The 4 Steps to Establishing Credibility with Ex-colleagues - Value, Recognize, Firm, Mentor
- 1530 Tea Break
- 1550 **Module 7: Developing Conflict Management Skills**
- Managing Interpersonal Conflict
 - Implementing Strategies to Handle Conflict
 - Administering Discipline in Urgent Situations
- 1700 End of Day 2



Jeremy Lee
Principal Consultant
ATCEN Sdn Bhd

Jeremy serves as Principal Consultant and Group CFO for the ATCEN International Group. Jeremy is a Certified Personal Profiler and Human Job Analysis, with Thomas Crowne International, a Chartered Management Accountant (ACMA), Chartered Accountant (Malaysia) and holds a MSc. in Engineering Business Management from Warwick University. He is also a member of the Malaysian Association of Professional Speakers (MAPS) and International Federation of Professional Speakers.

Jeremy is a highly sought after Business Process Enhancement, Performance Optimization, Human Performance Improvement consultant in the Service Industry.

With more than 15 years of both strategic and operational management experience, he has worked and been involved in numerous industries. Serving as a Trainer and Consultant for numerous companies, he has conducted and facilitated thousands of individuals in the areas of performance management, leadership skills, sales, negotiation skills, communication skills and coaching skills. He has facilitated workshops in Malaysia, Indonesia, Singapore, UK and China. He is extremely capable to manage people from different cultural backgrounds and levels.

He is experienced in coaching and mentoring many types of people under various circumstances. Jeremy has lead many of these individuals to gain fantastic performance results at work and fulfillment in their life. As a coach he is recognized as a great listener, focused and flexible in his approach to getting the best out from individuals.

Jeremy has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology start up firm with and also an Internal and External Auditor.

**Registration Form:
Assertiveness and Conflict Management Workshop on 11th – 12th August 2009
ATCEN Learning Center, Damansara Perdana, P.J**

**Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)**

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager:

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

How did you find out about this event?

Please tick (✓) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: _____

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____

Training Workshop Investment - RM 1900

The investment includes lunch, refreshments and training materials.

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

Terms & Conditions

1. Upon receiving a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required upon the confirmation of the registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Ways to register

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.**

Tel : +603 7728 2623

Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Company Stamp Chop : _____

Invoice Attention To

(Mr/Ms): _____