

Assertiveness Skills

Jun 11 – 12, 2026

Venue: PIM, Lahore

Rs. 39,000/=

Note: The Fee is Exclusive of GST.

Course Description

Being assertive means when you learn to say NO without being aggressive or meek, it means feeling successful and not feeling guilty about it. It is the ability to formulate and communicate one's own thoughts, opinions and wishes in a clear, direct and non-aggressive way. Assertiveness is a skill which allows you to stand up for your rights in an appropriate manner, express your feelings, reach out to others and build equal relationships. Being assertive is the fundamental right of human beings so why not starts practicing it now!

LEARNING OUTCOMES

- You will acquire a new set of responses to be more effective in interacting and communicating with others.
- You will be able to evaluate thoughts, statements and actions on a regular basis, and turn potential problems or areas of negativity into opportunities.
- You will be able to enhance interpersonal skills and feelings of self-worth.
- You will learn what to do in various situations, when to say what and importantly how to say it.

WHO MUST ATTEND?

This course is aimed at managers of all levels who would like to learn the skills in dealing and interacting at work or socially in a more effective and assertive manner.

COURSE CONTENTS:

- What is Assertiveness
- Human response styles
- Self esteem
- When and how to say no
- Assertiveness Techniques
- Handling Criticism
- Assertiveness on the Job: Boss, Peers and coworkers

FOR DETAILS AND REGISTRATION

PIM, Karachi: Management House, Shakra-e-Iran, Clifton, Karachi 75600
Voice Dir: (+9221) 9925 1718, 9925 1680, E-Mail: program@pim.com.pk

PIM, Lahore: Management House, 70-B/2, Gulberg III, Lahore 54600.
Voice Dir: (+9242) 9926 3137
Mobile: 0300-8840880, 0332-4353820 E-Mail: pimlhe@pim.com.pk

PIM, Islamabad: Plot No. 12-K, Sitara Market, Sector G-7 Markaz, Islamabad
Voice Dir: (+9251) 9252651 -2, E-Mail: pimisb@pim.com.pk