



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



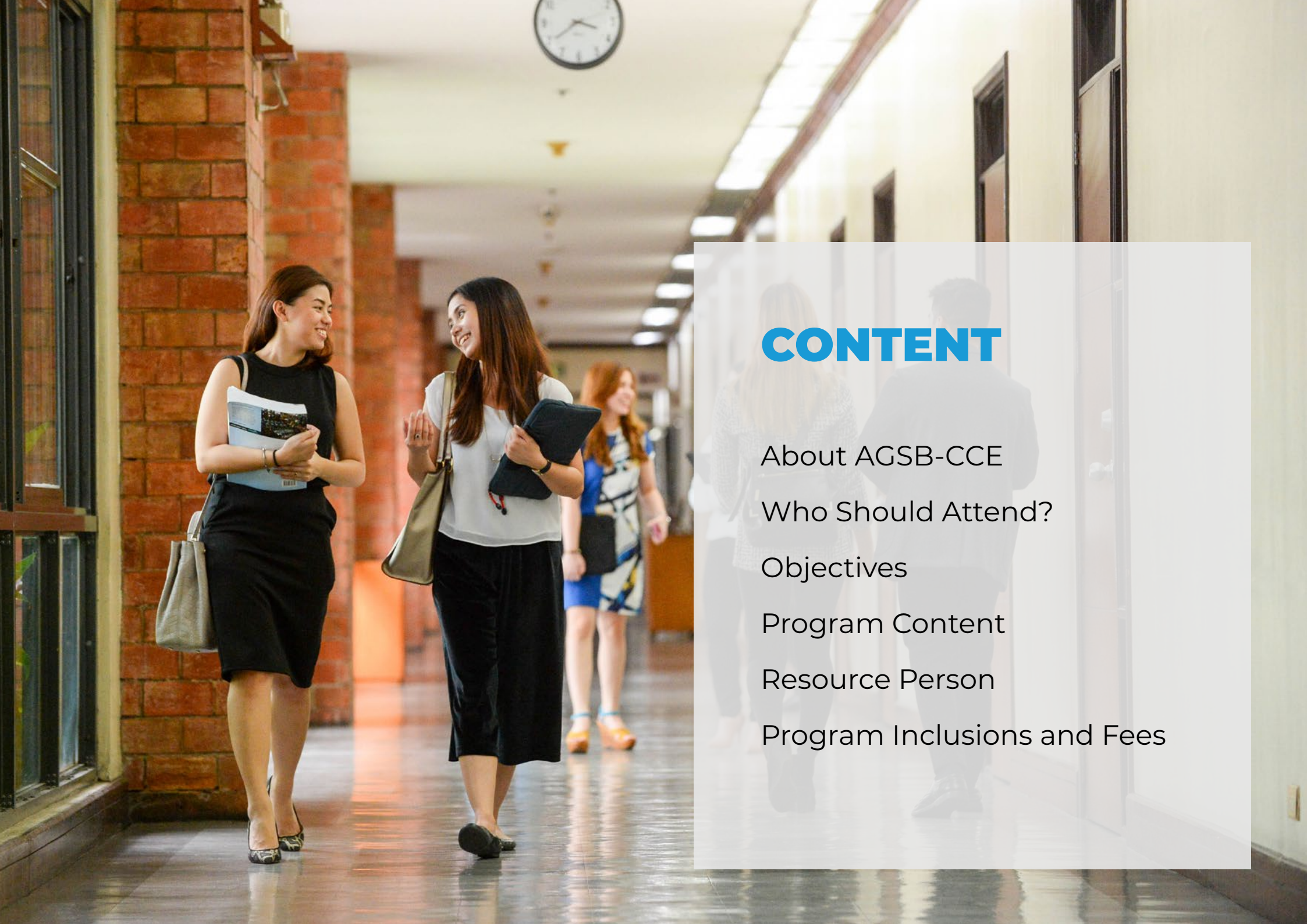
Personal Mastery **ONLINE PROGRAM**

# Assertiveness in a Changing World

**July 18, 19, 21, & 22, 2022**

*Synchronous sessions via Zoom*

*Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)*



# CONTENT

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Resource Person

Program Inclusions and Fees



# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.

# WHO SHOULD ATTEND?

This Program is for career men and women, professionals, people in management & leadership engaged in continuous improvement.

## OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Practice empathy and kindness as tools for assertiveness;
- ➔ Determine your appropriate personal level of assertiveness;
- ➔ Determine what improvements may be needed with reference to your own personal level of assertiveness; and
- ➔ Determine and describe what it is you really want and identify how assertiveness can achieve this goal.

# ASSERTIVENESS IN A CHANGING WORLD

How can anyone be assertive during these trying times?  
Can one use assertiveness to cope with the emotional fallout all around us?

Absolutely!

But first it is important to understand that almost everyone is feeling the current emotional burden. If you are feeling overwhelmed and anxious, it is absolutely normal during this confusing time of uncertainty.

The critical question is: What are you going to do about it?  
Life goes on, after all, even in a changing world.

This is where assertiveness fittingly comes in. Assertiveness as the foundation for meaningful social relationships that can mitigate the challenge of social isolation. Right now, we are searching to find meaning in our lives.

So this program could not have come at a better time. Having meaningful, productive and empathetic interactions during restrictive times can strengthen relationships with family, friends, and co-workers and contribute to overall well-being.

Assertiveness is a confident, respectful demeanor that allows you to coach effectively with others; being aware of other people's needs, and being kind to others and yourself. This program provides the "why" it is important that you act assertively in professional and personal situations especially during moments of vulnerability, as well as the "how" you can carry this out.

## PROGRAM OUTLINE

### I. Warm-Up

- What does it mean to be assertive
- Why being assertive is so difficult for so many people
- What assertive behavior looks and feels like
- Why assertiveness makes sense

### II. Learning to be More Assertive

- The emotional audit
- Assessing and understanding your behavioral style
- A modern model for chemistry
- Perceptions – What do they mean?

### III. Empathy, Kindness, and Assertiveness

- Practicing and building empathy
- What this means for you
- Why kindness is key right now
- Kindness comes back around

### IV. What Do You Really Want

- Achieving balance in being assertive
- Improving personal level of assertiveness
- Action Plan: Stop-Start-Continue

# RESOURCE PERSON



**MS. MA. SOCORRO BABY  
P. JAMIAS**

Ms. Ma. Socorro "Baby" P. Jamias is a Gallup-Certified Strengths Coach, a learning and development facilitator, and a capability-building consultant. She works with the academe, government, various businesses, and diverse private organizations. Her expertise includes start-ups, people-skills development, performance improvement, talent management, leadership and managerial centering.

Ms. Jamias was a faculty member of Far Eastern University, University of Sto. Tomas, Maryknoll (now Miriam) College, St. Joseph's College, and Ateneo de Manila.

She has a Certificate in Organization Development from the Ateneo Human Resources Center. She completed her Master of Arts degree in Linguistics at the Ateneo de Manila University. She likewise took graduate studies in Education, Drama, and Speech at the University of the Philippines, University of Sto. Tomas, and Ateneo de Manila University respectively.

# ASSERTIVENESS IN A CHANGING WORLD

## PROGRAM DETAILS

July 18, 19, 21, & 22, 2022  
Monday, Tuesday, Thursday, Friday  
2:00 pm - 5:00 pm

Synchronous sessions via Zoom  
Asynchronous sessions via access to the AteneoBlueCloud  
(Canvas LMS)

## PROGRAM FEE

Php 10,000.00 (Early Eagle Rate)  
Php 11,000.00 (Regular Rate)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

## REGISTER NOW!

Mr. Rhonn Preciados  
(+63) 961 751 1334  
rpreciados@ateneo.edu  
sales.cce@ateneo.edu

SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**