

Assertive Communication

Develop the leadership and conflict resolution skill that most people know they need but rarely practice

THE GAP

Bankers manage complex relationships with demanding clients and internal stakeholders. Passive or aggressive communication damages these relationships and increases team anxiety. The barriers to assertiveness are real. Childhood socialization, socio-cultural context, gender and power dynamics all play a role, and they rarely get addressed in standard training.

THE SHIFT

- From avoiding difficult conversations to leading them with clarity
- From reacting emotionally to responding with structure
- From assertiveness as a personality trait to assertiveness as a learnable skill

WHAT'S INSIDE

- Self-assessment of current communication style
- Link between leadership styles, conflict resolution, and assertiveness
- Passive, aggressive, assertive, and passive-aggressive communication
- Barriers to assertiveness: childhood socialization, socio-cultural context, gender and power dynamics
- Power, gender, and prejudice in the workplace (Protection against Harassment of Women at the Workplace Amendment Act, 2022)
- Assertiveness practice: non-verbal communication, I-statements, rules of feedback

WHAT YOU WALK AWAY WITH

- Improved client handling and relationship management
- Strengthened leadership pipeline through direct communication skills
- Mitigation of internal conflicts between cross-functional teams

WHO IT'S FOR

- Employees at all organizational tiers
- Especially useful for those in leadership roles



Zehra Kamal Alam is a practising psychologist with 27 years of experience in child protection, gender-based violence, DEI, and psychosocial support. Masters in Psychology (Clinical) from University of Karachi. Masters in Psychology of Education from Columbia University, USA. Clients include UNWOMEN, SECP, Federal Judicial Academy, Reckitt, and Green Peak International.