

Assertività e comunicazione assertiva: come svilupparle e perché sono essenziali nel lavoro

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Nel contesto professionale moderno, la comunicazione assertiva è una competenza strategica. È la chiave per migliorare la qualità delle relazioni, rafforzare la leadership, ridurre i conflitti e generare un clima lavorativo più sano e produttivo.

Essere assertivi significa comunicare in modo chiaro, diretto

e rispettoso. Significa saper esprimere le proprie opinioni ed emozioni senza prevaricare e senza subire, ascoltando attivamente e costruendo dialoghi autentici.

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Una formazione concreta, per risultati reali

I percorsi formativi People Academy sono progettati per offrire un apprendimento esperienziale, flessibile e immediatamente applicabile. Sono disponibili in presenza, online e in modalità blended.

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Che cos'è la comunicazione assertiva?

L'**assertività** non è aggressività né passività. È la capacità di farsi ascoltare mantenendo sempre il rispetto per sé e per gli altri. Le persone assertive non impongono le proprie idee, ma le esprimono con equilibrio, rafforzando la propria autorevolezza e favorendo un clima relazionale positivo.

Assertività: un'abilità che si può apprendere

Contrariamente a quanto si pensa, l'assertività non è una dote innata: è una soft skill che si può allenare. Il percorso formativo People Academy dedicato alla comunicazione assertiva consente ai partecipanti di:

- sviluppare l'ascolto attivo;

- dire “no” senza sensi di colpa;
- gestire i feedback in modo costruttivo;
- rafforzare la fiducia in sé e negli altri;
- aumentare l’efficacia comunicativa nei team e nei contesti di leadership.

Gestione dei conflitti: dalla criticità all’opportunità

In ogni ambiente di lavoro il conflitto è inevitabile. Divergenze di opinione, obiettivi differenti, tensioni comunicative fanno parte della quotidianità. Ma il conflitto non è di per sé un problema: è la gestione del conflitto a fare la differenza.

Spesso viene vissuto come qualcosa da evitare o da temere, ma in realtà è un’occasione per far emergere i bisogni, chiarire i ruoli, migliorare la cooperazione. Un conflitto ben gestito può generare innovazione, coesione e crescita personale.

Nel corso “Gestione dei conflitti e tecniche di negoziazione” proposto da People S.p.A. si lavora su:

- identificazione delle cause del conflitto;
- riconoscimento e gestione delle emozioni;
- comprensione dei diversi stili di gestione del conflitto (competitivo, accomodante, collaborativo...);
- sviluppo di strategie negoziali efficaci;
- definizione di obiettivi, zona d’accordo e punto di resistenza;
- costruzione di soluzioni win-win.

Attraverso esercitazioni pratiche e simulazioni realistiche, i partecipanti imparano ad affrontare il conflitto in modo costruttivo e professionale, trasformandolo da problema relazionale a leva di miglioramento.

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❑ Vuoi migliorare il tuo stile comunicativo o quello del tuo team?

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