

# THE MISSING BOTTOM-UP APPROACH TO DEI

Ivna Curi, Assertive Way LLC

We help companies and institutions improve Diversity, Equity, and Inclusion with a bottom-up approach: training minorities and women on effective assertive communication skills.

## ASSERTIVE COMMUNICATION?

**Assertive communication is the skill of expressing** opinions, perspective, disagreement, feelings, rights, desires, goals, likes, dislikes, and boundaries to anyone in a **respectful, effective, and calm** way.

It is a skill that **increases influence, decreases conflict, and improves the perceived competence and credibility.**

We specialize in **empathetic assertiveness skills**, which pair strong assertiveness with warmth and friendliness for maximum professional impact, which is crucial for women and minorities to reduce backlash or retaliation when speaking up.

Contact us at [info@assertiveway.com](mailto:info@assertiveway.com) or <https://assertiveway.com/services> to discuss how to support your team with our assertiveness workshops, keynote presentations, or coaching program.

## HOW ASSERTIVENESS TRAINING BOOSTS DE&I

### Diversity

- **MORE INTERNAL PROMOTIONS** by helping minorities position themselves and other minorities for **internal promotions** by self-promoting, communicating with warmth and authority, and making the ask.
- **MORE SUCCESS IN LEADERSHIP ROLES** by providing **essential soft skills** for minorities rising through **leadership** to succeed (give feedback, share perspectives, disagree, handle conflict, request resources, hard conversations).
- **INCREASED RETENTION** of minorities because they **feel more in control** (and less like victims) with speaking up assertively skills.

### Equity

- **MORE ACCESS** by empowering minorities to ask for access to **resources, opportunities, and key decision-makers** in a way that **minimizes backlash or retaliation.**
- **MORE FAIRNESS** by providing minorities the skills to become their **best advocate, stand up for themselves** when they experience unfair treatment, and pursue their interests.
- **LESS BIASED JUDGEMENT** by enabling minorities with assertive questioning skills to **reduce assumptions and judgement** in interactions.

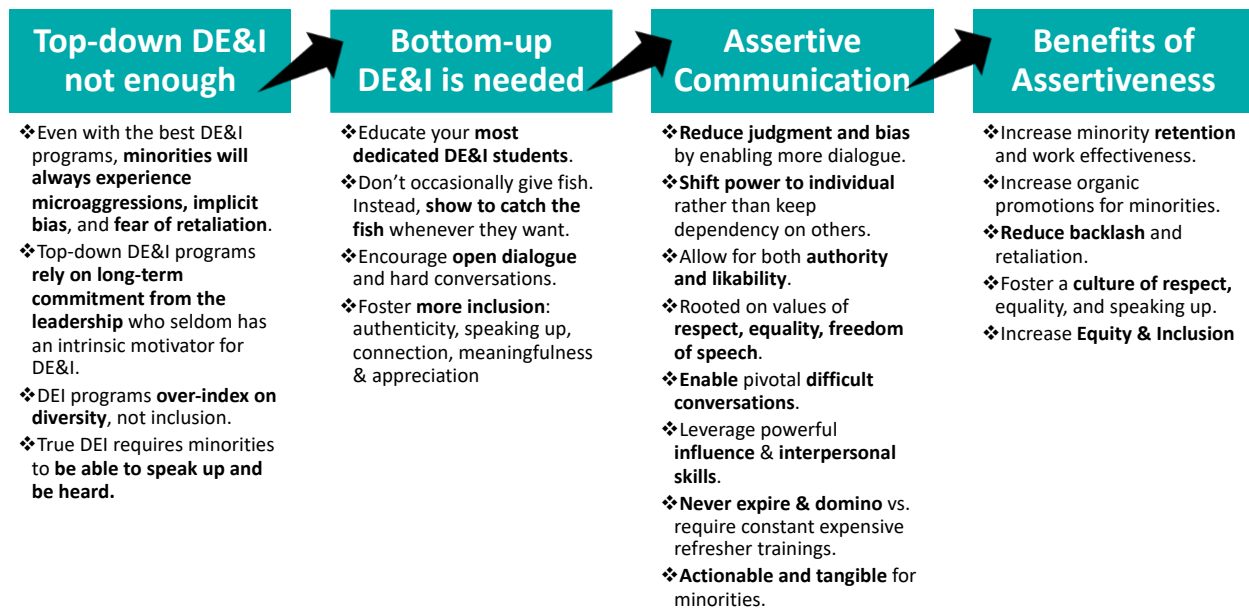
### Inclusion

- **MORE FEELING VALUED** by providing minorities with actionable skills to make **themselves heard and understood** in meetings, to help superiors **appreciate and recognize** them, and to get coworkers to **take them seriously.**
- **MORE AUTHENTICITY** by giving them the ability to **express their differences** and individuality in a positive way.
- **MORE VOICE** by boosting their **confidence to speak up** at work.

CONTACT US TO DISCUSS HOW TO HELP YOUR TEAM WITH ASSERTIVENESS TRAINING

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**Minorities** - For the purposes of this material, “minorities” here described include race, gender, nationality, ethnicity, disability, age, and religion minorities.



## HOW WE CAN SERVE YOUR DEI GOALS

We are the **only company exclusively dedicated** to train professionals on effective **assertive communication skills**. At Assertive Way LLC, we are **dedicated to support companies with DEI and women, minorities, and friendly type professionals** to succeed at work.

Topics	Audiences	Formats
<ul style="list-style-type: none"><li>• How to be assertive without being aggressive</li><li>• How to be assertive and likable</li><li>• Hard conversations made easy</li><li>• Managing up without backlash or retaliation</li><li>• Speak up, stand up, stand out</li><li>• Boosting diversity, equity, and inclusion through assertiveness training</li></ul>	<ul style="list-style-type: none"><li>• Women in leadership</li><li>• Women in male-dominated workplaces</li><li>• Women in STEM</li><li>• Minorities in leadership</li><li>• Professional minorities</li><li>• Nurse leaders and Nurse Practitioners</li><li>• First-time managers</li></ul>	<ul style="list-style-type: none"><li>• Workshop</li><li>• 1-on-1 coaching program</li><li>• Keynote presentation</li><li>• Virtual or in-person (trainer is based in LA)</li><li>• Theory and experiential</li><li>• Assessment, assertive conversation preparation, assertive conversation debrief</li></ul>

**The trainer, Ivna Curi** has an #1 ranked international MBA from INSEAD in France, worked at Johnson & Johnson and A.T. Kearney amongst others, across North America, Middle East, and South America, and led several teams.

VISIT [HTTPS://ASSERTIVEWAY.COM/SERVICES](https://assertiveway.com/services) TO FIND OUT HOW WE CAN WORK TOGETHER