



Assertive Communication Skills

Objective: Practice Assertive Communication Skills that will promote open, honest and clear communication within your team.

Content: This lunch and learn is designed to assist you in improving the communication culture at your center. Open the meeting with a brief lesson on assertive communication either with the provided article or video. The team will then put their skills to the test with a little role playing! The meeting will end with the creation and discussion of communication goals.

Prior to Lunch & Learn Session:

- Summarize why positive and proactive communication is important to the success of the business and the quality of life at your center.
- Determine how the video will be viewed during the meeting.
 - If unable to utilize video, an article on assertive communication can be found in the Supporting Tools section below.
- Review the provided scenarios for the role play activity. Feel free to add additional scenarios that are more specific to your center.
- Write each scenario on a separate slip of paper.

During Lunch & Learn Session:

- Open with your thoughts why positive and proactive communication is important.
- Play the video created for this lunch and learn: <https://www.thedoggurus.com/assertive-communication-skills/>
- Have an attendee pull one of the role play slips, choose a partner and use assertive communication to demonstrate proper technique.
- Engage the team and discuss the each role play: what went well, what needs improvement. Repeat until scenarios are complete.
- Finish with a brainstorming session on improving communication culture.

Supporting Education Articles/Tools: The articles listed and linked below provide additional information on the topic and can be introduced either before or after the meeting:

The Value of Assertive Communication

<https://www.thedoggurus.com/value-assertive-communication/>

Customer Service that Breeds Customer Trust

<https://www.thedoggurus.com/customer-service-breeds-customer-trust/>

Communication Skills for the Pet Professional

COMING SOON!

<https://www.thedoggurus.com/course-list/>

Role Play Scenarios

*Remember to include

- Your perspective; “I think...”
- Your feelings; “I feel...”
- Your specific needs; “I want...”

Scenario 1:

Tom walks by a puddle of urine in the hallway and it was obvious he ignored the mess. You stop to clean it up which makes you a bit late to the morning team huddle. How would you discuss this issue with Tom after the huddle?

Scenario 2:

You witness Allison rush to remove a collar of a nervous Yorkie that just arrived for his first day. The Yorkie snarls and even snaps at Allison, and she just chuckles a bit and picks up the dog. Later you overhear Allison telling the manager that the Yorkie is a “mean little fella.” What is the best way to address this situation?

Scenario 3:

You are frequently scheduled to work with Kerry in the afternoons. You feel as if Kerry is not doing her share of the afternoon tasks. How can you approach Kerry and express this concern and come up with a solution?

Scenario 4:

It has been a long, busy holiday week at your pet care center. Buttercup is a rambunctious yellow lab and has just attempted to gate crash for the millionth time that day. Your co-worker Eric pushes Buttercup out of the way and raises his voice a bit. How can you intervene and diffuse the situation?