
Conferences Menu

"KYF - Know Yourself First"

" Self-development using powerful human capital techniques "

How to use your personal power
to unleash your full potential, increase your
success rate and your business efficiency.

Any company's core components are the women and men who lead it and contribute to it with their know-how, experiences and skills. This precious human capital deserves the full attention of those in positions of leadership.

How can we develop a corporate culture based on human care & well-being, individual & collective motivational reinforcement, performance improvement as well as creativity and efficiency ?

We offer you a series of conferences and workshops aimed at developing human capital, the knowledge of the SELF and of the OTHER, to become aware of what limits us and to learn to surpass ourselves. This, to enable everyone to improve interpersonal interactions, to strengthen cohesion within your company, and to capitalize on new forms of development and growth based on the human being.

About the speaker

For over 20 years, Steve Alban TINEO has acted as a trusted advisor, decision-maker and negotiator for numerous influential personalities and leaders in the fields of international relations, politics, banking & finance, corporate industries and sports & media. He has led, as well as advised, negotiation and crisis management teams across the world.

He leads the coaching program **KYF® - Know Yourself First ... How to Negotiate with Yourself**. Its objectives are to significantly improve the mental strengths and striking efficiency of executives, managers, VIPs and celebrities.

As a financial analyst, Steve founded **BART® - Business And Response Team**, a unique platform that brings together different specialists and experts to develop strategies and solutions for effective resolution, complex agreement negotiations and conflicts resolution.

Through **BART®**, the Assertive Group regularly invests or participates in the long-term development of companies and their projects.

About our company - www.assertive.ch

Assertive Group is a company that specializes in tipping points, those key moments that require skills in negotiation, leadership, commitment and communication. Whatever the is - financial, strategic, cultural, etc. - Assertive is there to help. Any success is based above all on a lucid consideration of the human factor in its globality.

Assertive is an international advisory firm that was created with the expertise of internationally recognized professionals. Our experts, who work with a holistic dimension, are dedicated to mastering the arts of ethical crisis management, negotiation and mediation. They measure the strengths and weaknesses of each organization and work to promote change management and build a constructive environment for dialogue and negotiation.



ASSERTIVE
The Art of Ethical Negotiation

NEGOTIATION
MEDIATION
ACADEMY

Steve Alban Tineo | Founder & CEO

BART® Business And Response Team

BRAIN® Business Response Academy for Influence & Negotiation

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#1 « KYF - The SELF » - Who am I ? How do I function ?

Module 1 : What is the path of Self-discovery ?

How to generate new ideas, new opportunities, new businesses and new customers, by discovering oneself and personally taming oneself, in order to develop a new knowledge of our own behaviors.

#2 « KYF - The Inner SELF » - Emotional intelligence, feelings, EGO, BEING

Module 2 : Knowing yourself to increase the main parameters of the SELF.

Having all the cards in hand to make the right decisions.

Our unmanaged thoughts and emotions limit us and often push us to make inefficient choices. Understanding where thoughts come from, how to recognize them, what creates emotions and how to learn to express them, will allow us to have a more objective view of events.

#3 « Fears and Limitations » - Recognition and management of fears.

Fear of change, fear of the future, fear of failure, ...

Learn how to identify your fears and limiting beliefs as to overcome them and discover new possibilities and abilities. Dare to develop new ideas and new markets. Our fears and beliefs limit our thoughts, intuitions, perspectives, choices, and possibilities for action by making us see reality through a distorted mental prism.

#4 « Negotiation & Mediation » - Use the power of negotiation to increase your percentage of success.

Learn how to generate value for yourself and for others as to build strong and trusting relationships over the long term.

Academic studies show that 60 to 80% of a manager's time is nowadays dedicated to negotiation (direct/indirect, internal/external) and that more than 80% of clients acquisitions and sales processes fail in the final negotiation period.

#5 « Critical Situations Management » - How to handle & manage complex situations, crises, conflicts with customers or internal to the company.

Learn how to listen, hear, understand, communicate and collaborate in times of crisis to define shared common goals and develop new perspectives for positive results.

This module will allow you to approach difficulties with more hindsight, without getting overwhelmed by emotions and without losing your objectivity.

#6 « Announcing "bad news" in a positive way » - How to maintain good relations with our customers and partners, whatever the nature of the information to be transmitted to them.

*When the **content** has a negative value, the **form** becomes essential. Finding the right words and the right way to approach potentially conflicting issues is essential to avoid the breakdown and degradation of relationships.*

#7 « Ethical Dismissal » - How to separate from a collaborator in an ethical way, avoiding creating a trauma.

The current economic climate is forcing companies to make painful decisions.

Your employees will gain the understanding that they need to adequately manage the announcement of potentially traumatic news. In an ethical world, it is essential to protect oneself and the person being laid off, so that everyone can keep a positive emotional and rational trace of these difficult moments of transition.

Duration of conferences: 45 to 90 min.

Tailor-made program, adapted to the audience, followed by a Q&A.

Each module can be taken separately.

Possibility of

Courses

Coachings

Workshops

Situational scenarios