



BBV2M LLC - DEVELOPMENT SERIES

Effective Assertiveness



Passive



Assertive



Aggressive

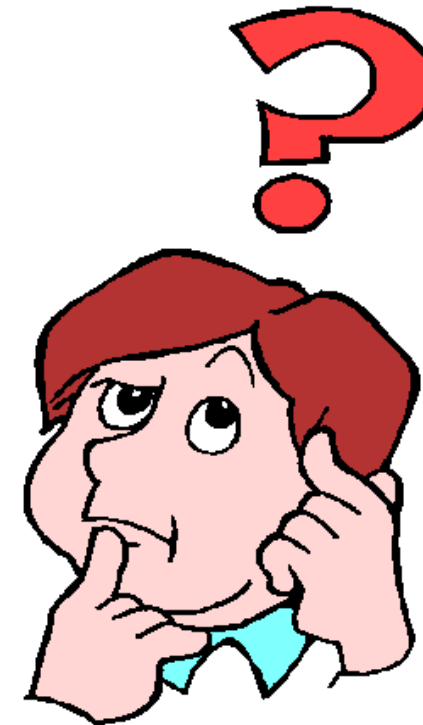


Do You Think You're Assertive?

- You have numerous opportunities to communicate with others every single day. What is your natural tendency in your daily interactions with coworkers, friends and family?

Think about the following questions:

- Do you **overreact** in certain situations?
- Do you **hesitate** to speak up in certain situations?
- Do you express yourself **clearly** and **directly**?



Definition of Assertiveness

Assertiveness is best described in practical terms:



- Stating your views clearly and articulately
- Having the ability to express your own feelings--even about difficult issues--in a way that is respectful and honest
- Standing up for your own needs without violating the needs of others
- Saying what you mean and meaning what you say

Benefits of Assertiveness

- Fewer internal and external conflicts
- You have fewer regrets
- It allows you to express your own needs and get them met
- More quality and healthy relationships
- It ensures that you communicate with others respectfully and effectively
- It allows you to influence others in order to gain acceptance, agreement or a behavior change
- More self-confidence



The Assertiveness Continuum

The Assertiveness Continuum of Behavior

<i>Passive</i>	<i>Assertive</i>	<i>Aggressive</i>
Self-denying	Self-enhancing	Self-enhancing at expense of others
Inhibited	Expressive	Over-expressive
Others choose	Choose for self	Choose for others
Uncertain, anxious, depreciates self	Confident, feels good about self	Depreciates others
Does not achieve desired goal(s)	May achieve desired goal(s)	Achieves desired goal(s) at expense of others



Blocks to Assertiveness

If you know what assertiveness is and why it's beneficial, why don't you use it all the time? Often, your ability to be assertive depends on the situation or the person involved.

Common reasons people struggle with assertiveness:

- Wanting people to like you
- Needing to be responsive to people with different agendas, such as supervisors, peers or customers
- Feeling responsible for the harmony of your group or department



A.S.K. Yourself

- In what situation(s) are you **most** likely to act assertively?
- In what situation(s) are you **least** likely to act assertively?
- With whom are you **most** likely to act assertively?
- With whom are you **least** likely to act assertively?



Pillars of Assertiveness



You can overcome any blocks to assertiveness by building on the Pillars of assertiveness.

The Pillars of assertiveness are:

- **Self-worth:** Believing you have value and are as worthy as anyone else
- **Knowledge:** Knowing assertive language and behaviors to use, and non-assertive language and behaviors to avoid
- **Practice and experience:** Starting small and make incremental improvements in your efforts to act assertively

Self-worth

- **Self-worth:** Believing you have value and are as worthy as anyone else



Knowledge

- **Knowledge:** Knowing assertive language and behaviors to use, and non-assertive language and behaviors to avoid



Practice and Experience

- **Practice and experience:** Starting small and make incremental improvements in your efforts to act assertively



Your Assertive Rights

- Statements to say to yourself to reinforce your desire to act assertively.
 - “My needs are as important as anyone else’s.”
 - “It’s OK to meet my needs and/or ask to have them met.”
 - “I accept responsibility for my thoughts, feelings, opinions and behavior. “
 - “I cannot be responsible for the thoughts, feelings, opinions and behaviors of others.”



Changing to Positive Self-Talk



I CAN LISTEN
MY INNER COACH
TRY AGAIN

MISTAKES
HELP ME
LEARN

POSITIVE SELF TALK
SELF CONTROL

ATTITUDE IS EVERYTHING ~~IM~~POSSIBLE

I'M ON THE RIGHT TRACK
I CAN TRY
I CAN DO IT
COURAGE
PROBLEM SOLVE
BREATHE
BE YOURSELF
KEEP GOING
DON'T
GIVE UP

STRENGTH
IT'S OK TO ASK FOR HELP

I DID MY BEST



Change Your Language

Although assertiveness begins in your head, there are concrete, specific communication techniques you can use to convey your assertiveness appropriately.

- **Use “I” statements**

- ***Wrong way:*** “You always interrupt me.”
- ***Right way:*** “I would like to complete my explanation without interruption.”

- **Use factual statements**

- ***Wrong way:*** “You’re lazy and you don’t care about your work.”
- ***Right way:*** “I noticed you arrived late three times this week.”



Change Your Communication

- **Make clear, direct requests or directives**
 - **Wrong way:** “Don’t you think you should review your presentation?”
 - **Right way:** “Please review and practice your presentation before the meeting this afternoon.”
- **Express feelings honestly (don’t dramatize)**
 - **Wrong way:** “Could that meeting have been run any worse?”
 - **Right way:** “I feel we strayed too far from the agenda and digressed on issues we can’t control.”

Change



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