



# Introduction to Assertiveness

**Assertiveness training** is good for everyone and specifically those people who are too passive and those who are too aggressive. It shows us the middle way that balances your rights with those of others.

**Assertiveness is about** communicating your wants and needs clearly and confidently, in a way that is neither passive nor aggressive. Sounds easy, however, sometimes it's difficult to be assertive at work.

## Four Main Types of Behaviour

It's helpful to put assertiveness into context:

Jim Rohn (American entrepreneur, author and motivational speaker) said, 'Every time we speak, we choose to use one of four basic communication styles',

- i. Assertive
- ii. Aggressive
- iii. Passive
- iv. Passive Aggressive

## What is assertive behaviour?

- Assertiveness is about stating what you need and standing up for what you believe in
- Staying in control of emotions
- Considering the needs of others

## What does assertiveness look like?

The non-verbal characteristics associated with assertiveness include

- Eye contact
- Stance
- Tone of voice

## Why is being assertive beneficial?

- Avoids conflict and problems associated with other styles
- Work easily with others to get more done
- People feel good about themselves

## Get in touch

To learn why assertive behaviour is sometimes difficult, the specific blocks and barriers that get in the way and a useful three-step technique for being assertive, get in touch at [www.upskillgroup.co.uk](http://www.upskillgroup.co.uk) Don't be a doormat, be assertive! 😊