



Assertiveness



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Assertiveness

- Assertiveness gives a fundamental right of a sort to a human being to express himself, in doing so he don't trample on the rights of others. He also have the right to make his needs known, and to say no and feel good about his decision
- Being assertive means to stand up for your self or other without diminishing someone else rights

Assertiveness

- Assertiveness is a one of the style of communication that can be used in all situation.
- The other Five style of communication are:
 1. Passive
 2. Aggressive
 3. Passive Aggressive
 4. Manipulative
 5. Offensive

Assertive Style

Assertiveness recognizes that you are in charge of your own behavior and that you decide what you will and will not do. Similarly the assertiveness style involves recognizing that others people are in charge of their own behavior and does not attempt to take that control from them.

We respect for the feelings and opinions of others without necessarily adopting their opinions or doing what they expect or demand.

Passive style

The passive style is designed to avoid conflicts at all costs. We do this by

- Giving up unreasonable demand from others
- Going along with crowd
- Not offering your opinion until others have offered theirs
- Never criticizing or giving negative feed back
- Never doing of saying anything that might attract comment or disapproval
- We give control over our lives to other people even when we don't want to do so.

Aggressive style

The aggressive style is the flip side of passive style. Instead of submitting to others, we try to get others to submit to us. It is important for us to win regardless of the cost to other people. Our aim is to control the behavior of others through intimidation.

- Aggressiveness may yield good result but people will resent
- It may invite fewer & pleasant demands only and unpleasant things will surfaced out as a surprise element
- It may make us powerful for a short time but make us feel frustrated & helplessness
- Sometime it feels like you need to blow off your steam
- Aggression can seem like a good way of getting even for past wrong done to you.

Why aggressive approach by people

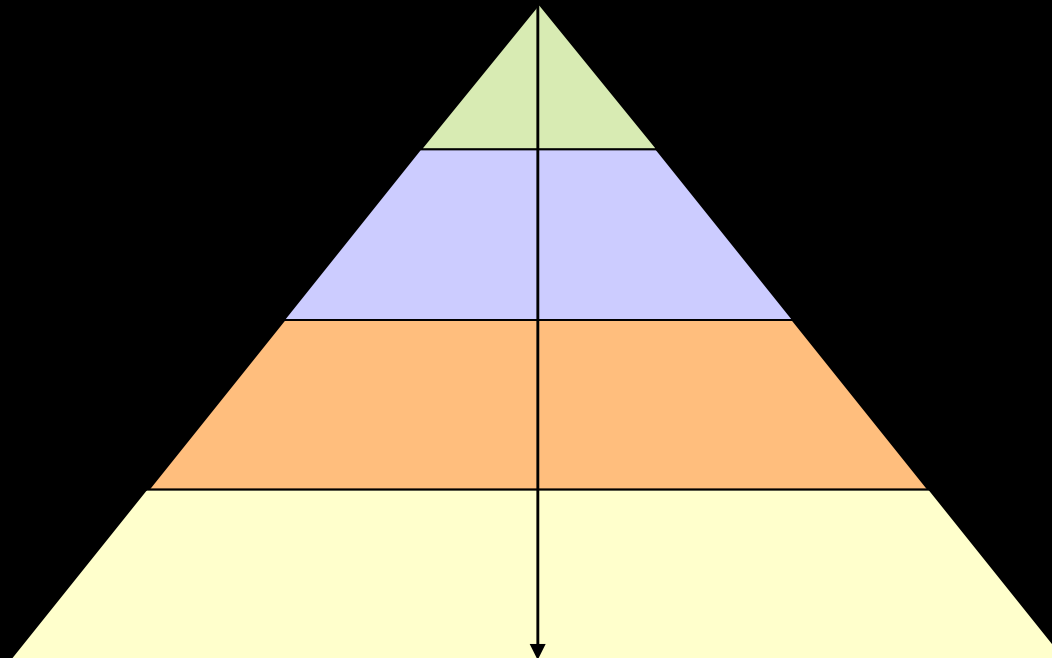
- Having an aggressive parents who serves a model for you
- Low self esteem that causes you to feel threatened by minor difficulties
- Initial experiences of obtaining what you want through aggression
- Failing to see the negative consequences of aggression

The passive aggressive approach

- Adopting an indirect strategy that would get him/ her in your way without necessitating an open and candid discussion. The strategy enables to attack others without ever having to take responsibility of his/her behavior
- The anger of the aggressive style and the fear of the passive style both have an influence. The anger makes you want to get the other person but the fear holds you back from doing it directly .

Styles Connect

Assertive Style (The Most Effective)
It is distinct but relate to all the others



Passive Style

Passive Assertive

Aggressive style

Assertiveness Vs other Behavior

Behavior	Seek objective through	Tend to make the user feel...	Make other party feel...
Assertive	Direct communication	Good about situation	Good about communicator
Aggressive	Fear/ Threats/ Hostility	Anxious, bent out of shape, stressed	Angry resentful, preyed upon
Manipulative	Emotional appeal, guilt	Ashamed of having to rationalize	Jerked around, used, taken advantage of
Offensive	Whatever it takes immature behavior	Attacked, Annoyed, "on the defensive"	Upset, put down, disrespected
Passive	Going along, not making waves	Power less, lethargic	Domineering imperialistic
Passive Aggressive	Teaching you a lesson	Victimized, Wronged	Confused at first, then angry

Characteristics

- Assertiveness is a multifaceted, multidimensional element of behavior that has three main characteristics
 1. Conveying appropriate self interest
 2. Maintain Integrity
 3. Upholding rights

Outcomes of Assertiveness

1. You stay in control
2. You respect others
3. Provides room for effective responsiveness
4. Being assertive is efficient
5. Able to influence
6. Effective interpersonal communication
7. Relate to others with less conflicts, anxiety and resentment
8. Allow us to focus on the present situation
9. Allow us to retain self esteem & confidence
10. Acknowledges the right of other peoples
11. Give control on our own lives by reducing helplessness

Why assertiveness - Reality Changes

Old Realities	New Realities
Nine to five workdays for the rank and file	Variable hours
Central Business District	Satellite cities, Superstores , Cyber stores
Family held or long term business ownership	Conglomerates, joint ventures, limited partnership
Brick & Mortar organization	Cyber, mobile, fluid and temporary organizations
Clearly defined work rules	Changing, one time, team related and temporary roles
Producer Vs consumer differentiation	Blurring of the lines between producer & consumer
Slowly emerging markets	Rapidly to instantly emerging ad dissipating markets
Brand vs. brand competition and relative consumer loyalty	Product/service substitutability; customer loyalty suspect
Long term employment in paternalistic organization	Uneven employment patterns less core staff, more part time job

To be assertive

- Sort out what do you want, must have & what would be nice if you got it ?
- How much energy do you choose to allocate?
- A measuring tool for how and when to be aggressive in minor/major offences ?

Importance of Self Confidence

- Self confidence helps in effective decision making
- Self confidence helps in effective supervision
- Self confidence helps in appropriate risk taking

Basis for lack of confidence

- Lack of proper education
- Unintelligent
- Too short, heavy, unattractive
- Lack of imagination, creativity
- Lack of energy
- In the wrong social/professional circle
- Too easy, impatient
- Too many of the items above

Tips for Self confidence

- Maintain reasonable expectations
- Add an ounce of preparation
- Find peace within
- Give yourself a pep talk
- Use empowering language
- Please yourself
- Trust others
- Look for victories large & small
- Handle criticism
- Un bottle your imagination
- Experiment with roles
- Imitate self confident people
- Reward yourself
- Learn from mistakes & then move on

Self Confidence on the Job

- Work with a Coach
- Work an employment contract
- Become indispensable on the job
- Know your product/service line cold
- Increase your professionalism on work
- Act with greater decisiveness
- Volunteer at work to learn/support
- Automatic self confidence

Look at Vocal Self Confidence

- Speak in clear, resonant tones
- Don't stumble over the words
- Don't use sentences punctuated by um, er, and ah
- Develop listener ability to gain meaning

How to Increase vocal Self Confidence

- A warm drink in the morning
- Be kind to your vocal cords, don't shout
- Strengthen your throat
- Occasionally Sigh
- Diaphragmatic Breathing
- Practice articulation in front of mirror
- Your voice has a music, feel the richness, texture & timbre
- Tape your speech on tape recorder & listen to it
- Advanced Exercises

Physical Assertiveness

- Walking with purpose
- Standing tall
- Aware of surroundings
- Alert
- In control of issues
- Projecting Authority
- Conviction with strength
- Higher level of Freedom
- Physical stature

How to project Assertiveness

Nonverbal styles

- Postures
- Moments & Gestures
- Physical distance
- Physical Contact
- Physical Appearance
- Facial expression
- Voice strength and quality
- Eye Contact
- Talking your walk/ Fluency
- Body language

Overcoming the belief barrier

Situation in the Real World → Reaction

Better Version



Awareness is the key to dismantling or altering an unhelpful belief systems

Assertiveness in giving your opinion

- Relax before you start
- Rehearse
- Don't signal a lack of confidence
- Feel free to signal your openness to others views
- Own your message
- Don't apologize for having an opinion
- You are not the source of all truth
- Don't intimidate
- Consider before justifying
- Don't let it slide

Accepting Positive Feed back

Many people find hard to accept compliment. The attitude towards compliments is:

- Ignoring
- Denial
- Arguing
- Joking
- Self insult
- Questioning
- Narrowing
- Boomerang

Accepting Negative Feed Back

Types/forms of Criticism

- Non verbal criticism
- Indirect Criticism
- Hostile Criticism
- Direct Criticism

Reaction to Criticism

Many people reacts to criticism and get counter productive by having

- Fear
- Anger
- Counter Attack
- Denial
- Defense
- Shame and inadequacy

Skills to coping with Criticism

- Relax
- Avoid retaliation
- Hold back
- Consider your safety
- Don't demand perfection
- Validate their perception
- Validate their emotions
- Agree in part
- Listen & wait
- Narrow & specify
- Ask for clarification
- Explain without giving excuses
- Don't try to change their mind
- Thank the Critic
- Respond to the style
- Ask for time

Skills to Giving Corrective Feed Back

- Watch the ratio
- Think before talking
- Talk one to one
- Frame the issue
- Be precise
- Include the positive in the message
- Give information not advice
- Don't emote

Barriers to say “No”

- Wanting them not to ask
- They won't accept it
- They won't accept me
- I don't have the right to say no

Strategies for Saying “No”

- Use Assertive body postures
- Decide on your position before you speak
- Wait for the question
- Decide on your wording
- Don't apologize when it isn't necessary
- Don't defend yourself or make excuses when it is not necessary
- Don't ask permission to say no
- Strengthen your position
- The broken record technique
- Don't wait for acceptance
- Accept the consequences

Preparing for Confrontation

- State the issue to your self
- Find the symbolic Value
- Describe the problem in behavioral terms
- Define your goal
- Is it really you who need to change
- Pick your battles
- Write DESO Script, Describe, Express, Specify, Outcome
- Choose your place
- Choose your time
- Ensure your safety

Constructive Confrontation

- Relax
- Watch your body language
- Maintain an even voice
- Start with Bonding
- Use your DESO Script
- Take responsibility
- Don't try to win
- Avoid old History
- Listen
- Find a Common Ground
- Give points to other side & don't counter attack
- Keep your anger on leash

Ideas for smooth relationships

- Meet with the other party on their turf
- Be convincing but highly tactful
- Listen earnestly to what the other party has to say
- Maintain perspective; keep the situation as light as possible
- Work to obtain a common understanding
- Propose a solution
- Allow the other party to save face
- Acknowledge any responsibility you have for the issue
- Keep the issue private
- Avoid using your authority or position
- Use the other party name frequently
- Lightly touch the shoulder of the other party
- Smile when appropriate

Guidelines for assertiveness

- Respect the position and feeling of the other party involved
- Remain in balance
- Proceed with malice towards none
- Make a time check
- Know what you want
- Establish Priorities
- Build Self Confidence

Assertiveness with Family Members

- Need to connect with them so that they feel, you are on their side
- With Spouse/significant other/special extend even further
- Bridge communication problems
- Rejoice in the little ways that your children's assert themselves
- Watch children's they are the perfect mirrors for reflection of your behavior

Assertiveness with Relatives/Friends

- Check your own behavior and attitude towards them
 - to ensure that you are not the source of problem
- You don't need to tolerate wrong things
- All your relatives deserve respect and understanding, in turn so do you.
- Sometime best way to get your message across is simply to withdraw from situation & leave the room
- It's a big & lonely world, and your relatives/friends can help make it a more hospitable place

Assertiveness with Neighbors

- Use the power of the group to encourage your neighbor to discontinue the offensive behavior
- The follow up visit or note is important to make other person feel that you care for him & to bring objectivity
- Don't let the bad feeling fester
- Mediate
- Try to work things without going to court . You can win the battle but loose the war
- Talk logically with emotions and try to proceed chronologically
- Never make a personal attack on someone when offering criticism

Assertiveness by Women

- Need not be restricted by traditional gender roles
- In a dating situation, have the opportunity to set the ground rules clear & define limits
- Tell harassers in the workplace quickly and succinctly that you do not intend to tolerate such remarks
- In your personal life ignoring a verbal harasser is most often the best course of action

Barriers to being assertive by women

- You were raised to serve others
- You were raised to be nice
- Your relationship is your worth
- You are a family maid (or butler)
- You are the old family retainer
- You are the junior partner
- You are the junior employee (even if you are not)
- You are not as important as a man

Barriers to being assertive by Men

- A man is a man
- Obey or else
- A man has no self
- A man can take it

Let us have check on these barriers and belief in self

The Assertive style of communication will pay you off and will make you feel at the top.



Thank you very much