



# Assertive Communication

## Maria Lynch

[confidencebuilding.ie](http://confidencebuilding.ie)

# Objectives



- Understand what is **assertiveness**
- Recognise **what is and what isn't assertive behaviour**
- **How to communicate assertively**
- **How to say NO with conviction**

Assertiveness means **standing up for your own rights** while acknowledging those of other people coming across in a **respectful, direct, solution-focused way**

[confidencebuilding.ie](http://confidencebuilding.ie)

# Foundations

- Respect
- Rights
- Responsibilities



[confidencebuilding.ie](http://confidencebuilding.ie)

# Common negative beliefs around becoming assertive

- Being selfish
- Uncaring
- Mean
- Rude
- Aggressive
- Abrupt
- It will cause others to take offence
- It will make others feel hurt or rejected



# Assertive Behaviour is appropriate behaviour



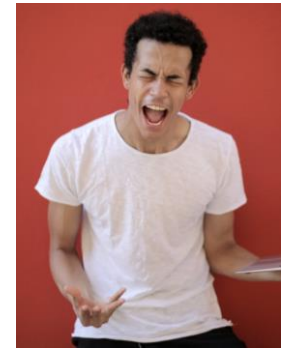
**PASSIVE**

**ASSERTIVE**

**AGGRESSIVE**

**PASSIVE  
AGGRESSIVE**

**I AM OK  
YOU ARE OK  
ADULT  
RESPECT**



# Assertive Communication

## How to do it?



Verbal/non  
verbal

Clear and  
Direct

Consistent  
message

# Be clear and direct

- Economy of words
- Own what you say. Use I-statements: I think, I would like, In my opinion...
- State it calmly, firmly and with respect



# Making clear statements



This situation has to change

**This is not going to work for me**

I am not comfortable with this

**I need more time to think about this**

This is not the right time for me

# Expressing feelings



I feel angry when you break your agreements

**I feel really awkward saying this but ...**

**I would prefer you not to smoke in here**

I would like to let you know how I am feeling  
so it will clear the air between us

**I find it difficult to ask but would you...**

# Saying NO

A basic right

In tune with our inner  
guidance

Help us to set limits

Say it with clarity,  
conviction and without  
aggression

[confidencebuilding.ie](http://confidencebuilding.ie)

# Making clear statements



**No. This arrangement doesn't suit me**

No. I would rather not take part on this

**No. I am not comfortable with this**

I feel guilty at having to say **No** to you **but** I must refuse

**I need more time to think about this**



# Remember

It is OK to set limits

When you say NO you  
are refusing the  
request, not the person

[confidencebuilding.ie](https://confidencebuilding.ie)

# Live Q&A



[confidencebuilding.ie](https://confidencebuilding.ie)

# Maria Lynch

[confidencebuilding.ie](http://confidencebuilding.ie)



# THANK YOU!