

Assertive not Aggressive. Proud, not Arrogant.

“The aggressive person fights. The passive one runs away. But the assertive person stands ground, assesses the situation, adapts, and acts with purpose and passion. Be that person.” ~ Dr. Charles F Glassman

In order to get what we need, we must speak up. Communicating assertively means being clear and calm about what you want without either becoming too passive or too aggressive. Nothing - including assertive communication - will guarantee you get what you want, but it can improve your relationships with other people and you'll feel proud about speaking up.

The Rules of Assertive Communication:

- Assume the “yes.”
- Picture what you expect. (“priming”)
- Stay calm.
- Be polite and respectful.
- Don't always expect compliance.
- Ask questions; don't demand.
- Use “I” not “you”
- Offer to return the favor.
- Consider the long-term implications.

An Assertive Communication Framework:

“I need/want _____
in order to _____
so would you please _____ ?

Aggressive:

- “Give me”
- “You are”
- “Why can't you?”

Assertive:

- “I need”
- “Please”
- “Will you?”

Notes:

Intentions Affirmations Manifestations
FROM “WHAT IF...” TO “WHAT NEXT...”

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