

HOW TO BE Assertive *the Right Way!*



Speak up confidently. Respect yourself and others.

WHAT IS ASSERTIVENESS?

Assertiveness is a communication style. It is expressing your thoughts, feelings, needs and opinions in an open and honest way—while respecting the rights of others.

FUN FACT

Assertiveness is a communication skill—not a personality trait. It can be learned and strengthened with practice.

THE 3 COMMUNICATION STYLES

PASSIVE

"Your needs matter more than mine."

- Avoids conflict
- Says yes when they mean no
- Keeps feelings bottled up
- Often feels resentful later

RESULT:
Frustration
Low self-esteem
Feeling invisible

ASSERTIVE

"My needs matter, and so do yours."

- Speaks honestly
- Sets respectful boundaries
- Listens to others
- Communicates directly

RESULT:
Confidence
Healthy relationships
Self-respect

AGGRESSIVE

"My needs matter more than yours."

- Interrupts
- Blames or criticizes
- Uses intimidation
- Demands rather than requests

RESULT:
Conflict
Damaged trust
Relationship problems

3 COMMON MYTHS

"Being assertive means being aggressive." →	**TRUTH:** Assertiveness is respectful. Aggression is controlling.
"If I'm assertive, I'll always get what I want." →	**TRUTH:** Assertiveness guarantees self-expression—not specific outcomes.
"I must be assertive in every situation." →	**TRUTH:** Assertiveness gives you choices. Wisdom is knowing when and where to use it.

WHY IS ASSERTIVENESS SO HARD?

Many of us learned messages like:

- "Don't upset people."
- "Good people always put others first."
- "Keep the peace."
- "Don't make a fuss."
- "Your feelings don't matter."

Over time, these messages can make speaking up feel uncomfortable—even when it is healthy.

SIGNS YOU MAY BE UNDER-ASSERTIVE

- [ ] You struggle to say "No"
- [ ] You apologize excessively
- [ ] You avoid difficult conversations
- [ ] You often feel taken advantage of
- [ ] You agree just to avoid conflict
- [ ] You replay conversations afterward wishing you'd spoken up
- [ ] You feel guilty when setting boundaries

THE ASSERTIVE FORMULA

When communicating a need:

1. State the situation
2. Express how you feel
3. Say what you need
4. Remain respectful

EXAMPLE

Passive:
"Whatever you want is fine."

Aggressive:
"You never listen to me!"

Assertive:
"I feel overwhelmed when plans change at the last minute. I'd appreciate more notice when possible."



SIMPLE WAYS TO BUILD ASSERTIVENESS

- Return an incorrect order at a café
- Ask a question in a meeting
- Express a preference
- Request help when needed
- Share an honest opinion
- Set one small boundary this week

REMEMBER:
Confidence grows through repetition, not perfection.

THE GOAL

Assertiveness is not about winning.
It is about:

Respecting yourself · Respecting others · Communicating honestly · Building healthier relationships

QUICK REMINDER

Passive: "I LOSE."
Assertive: "WE BOTH MATTER."
Aggressive: "YOU LOSE."

Choose: RESPECT + HONESTY + CLARITY