

Skills to Succeed

Assertive communication



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Accenture Overview

- Global management consulting, technology services and outsourcing company
- More than 261,000 people serving clients in over 120 countries
- Corporate Citizenship
 - Through the program [‘Skills to Succeed’](#), Accenture volunteers share their knowledge and experience
 - Our goal: by 2015 we will equip 500.000 people around the world with the skills to get a job or build a business



Accenture in Romania

- Accenture has operated in Romania since 2003.
- Bucharest office, West Gate Park
- www.accenture.com
- [Facebook/accentureinromania](https://www.facebook.com/accentureinromania)



Who am I?



Dana Ghidarcea

Training Coordinator

Responsibilities: Coordinating the training related activities in Accenture

Personal interests: Spending time with my two little-daughters, making cookies for them and reading

Agenda

1. **What is assertiveness?**
2. **Can assertiveness be learned?**
3. **Communicating assertively- techniques**
4. **Benefits of assertive communication**

I wish I were more assertive sometimes...

Have you ever found difficult saying 'No'?

Please share some examples.

What is Assertiveness?

Assertiveness is being able to stand up for yourself, making sure your opinions and feelings are considered and not letting other people always get their way.

It is not the same as aggressiveness. You can be assertive without being rude or forceful. Instead, it is saying clearly what you expect and insisting that your rights are respected.

What is Assertiveness?

Behaving assertively means:

- Expressing yourself confidently
- Speaking directly and honestly
- Demonstrating respect
- Being heard and understood

Obstacles for communicating assertively

- Personality
- Values and beliefs
- Self confidence and self belief
- Sense of self worth
- Relationships with others
- Knowledge, skills and experience

Assertive vs. aggressive

Assertiveness is based on balance - it requires being forthright about your wants and needs while still considering the rights, needs, and wants of others. When you are assertive, you ask for what you want but you don't necessarily get it.

Aggressive behavior is based on winning - it requires that you do what is in your own best interest without regard for the rights, needs, feelings or desires of others. When you are aggressive, you take what you want regardless, and you don't usually ask.

Learning assertiveness

Assertiveness is not necessarily easy, but it is a skill that can be learned.

Developing your assertiveness starts with a good understanding of who you are and a belief in the value you bring. When you have that, you have the basis of [self-confidence](#).

Assertiveness helps to build on that self-confidence and provides many other benefits for improving your relationships at work and in other areas of your life as well.

Learning assertiveness

Everyone can build upon their assertiveness skills. We may start by asking ourselves these questions:

- Do I want to change my behavior?
- Do I believe in myself, as well as others?
- Am I willing to set reasonable goals and take reasonable risks?
- Am I open to new ideas?
- Can I accept the facts that things may not change overnight and not everything will always go my way?
- Am I willing to make the effort, practice, and have patience while building my new skills?

How to be an Assertive Communicator

I. Be honest and straightforward

- Be aware of your emotions
- Express your feelings and needs directly
- Convey your real meaning clearly
- Takes ownership of your ideas
- Avoids stating opinions as facts (using “I statements”)
- Shows respect for opinions of others

How to be an Assertive Communicator

II. Be respectful of others

- Accept their refusal of your request or suggestion
- Respect their right to disagree or say "no"
- Being respectful is more likely to be constructive

III. Use assertive body language

- Keeping an open, relaxed posture
- Eye contact

Examples

Aggressive

- "You always interrupt me!"
- "You make me so mad."
- "If you don't hurry up with the reports, this project is going to fail."

Assertive

- "I would like to be able to finish my points without being interrupted."
- "I get angry when you don't get your reports done on time."
- "I'm concerned that if the reports aren't complete by next week, the whole project will be threatened."

Asserting Yourself With Friends and Family

- You lend a friend one of your books. She returns it with pages missing.
- Your friend always asks to borrow some money when you go out, but they never repay you. You begin to resent that they do this all the time.
- A relative calls you late at night just to talk. You are tired and have to get up early in the morning.
- Your friend comes to you with a problem, you don't know how to handle.

Benefits of being assertive

- Begin, change, and end a topic
- Express your opinions and feelings
- Ask for help
- Decline requests
- Stand up for your rights
- Accept compliments and criticism
- Getting what you want
- Gaining respect
- Reducing stress
- Solving problems
- Feeling more productive
- Developing relationships

Questions & Answers

