



makesense

Effective Communication

Training Module 3 - Assertive Behaviour

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**Assertiveness is an
effective communication mode:**

**It's a
defence
from
disctructive
criticism**

**It can
formulate
constructive
criticism**

**It's useful
when you
give or
receive
praise**



On a train, there are 4 people in a compartment and one of them starts smoking.

Two people are **visibly upset**, while the third lifts up his gaze and **calmly says**:

«I understand that you wish to smoke, but it is not allowed in this compartment.

I would really appreciate it if you smoked in the corridor»

The assertive message is based upon 3 elements:

Accepting others

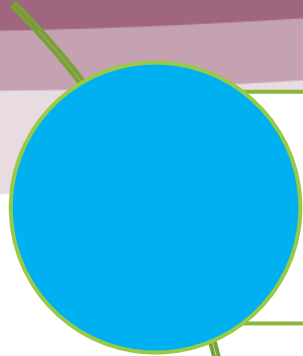
Defending your rights

Pointing out new rules or changes

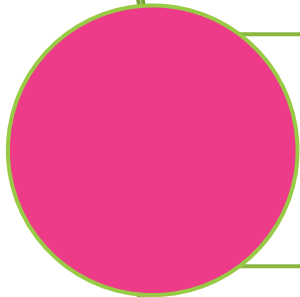
to establish a mutually acceptable relationship.



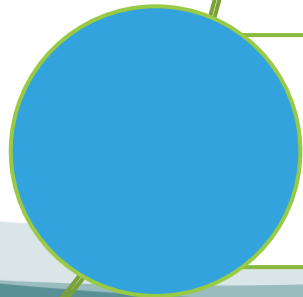
Definition of Assertiveness



Quality of those who can assert their own opinions and rights respecting those of others



Personal efficiency



Capability of recognizing one's personal needs and assert them in one's environment, maintaining a positive relationship with others.

Assertive Behaviour

An assertive behavior is the most competent in a specific situation.

It allows to obtain the best result for us and others in a certain place at a certain time.

Assertiveness: 5 goals

1. Emotional autonomy: ability to recognize emotions;
2. Freedom of expression: capability of communicating emotions and feelings and mastering physical reactions.
3. Respecting oneself and respecting others: knowing a person's rights and ability to mediate.
4. Self-esteem and esteem of others: ability to appreciate.
5. Positive image of oneself: ability to self-actualize.

Assertive Communication

Verbal Communication

Precise, clear statements that are adequate to the content.

Statements beginning with “I”, “I’d like”

Distinction between facts and opinions
Distinction between facts and people.

Non-constrictive or blaming **suggestions.**

No use of words expressing obligation.

Constructive Criticism

Proposal of **strategies** in order to solve a problem



Assertive Communication

Non-verbal Communication

Voice	Firm, expressive, clear
Speech	Fluent, underlines relevant details
Face	Smile when in presence of positive events, anger is expressed in a visible way
Eye-contact	Firm but not dominant
Body	Relaxed posture, interpersonal distance adequate to the nature of the relation.

The 3 Behaviours

PASSIVE

- Only cares about others
- Is conditioned by the others' influence
- Is subjected to others.
- Never resists.
- Has high social anxiety.

GOALS:
To gain benevolence
To avoid conflict.

ASSERTIVE

- Cares both about oneself and others.
- Is not conditioned by others.
- Uses motivating and gratifying methods.

GOALS:
Personal success
Success with others.

AGGRESSIVE

- Only cares about oneself.
- Walks over the others.
- Uses coercive and destructive methods.

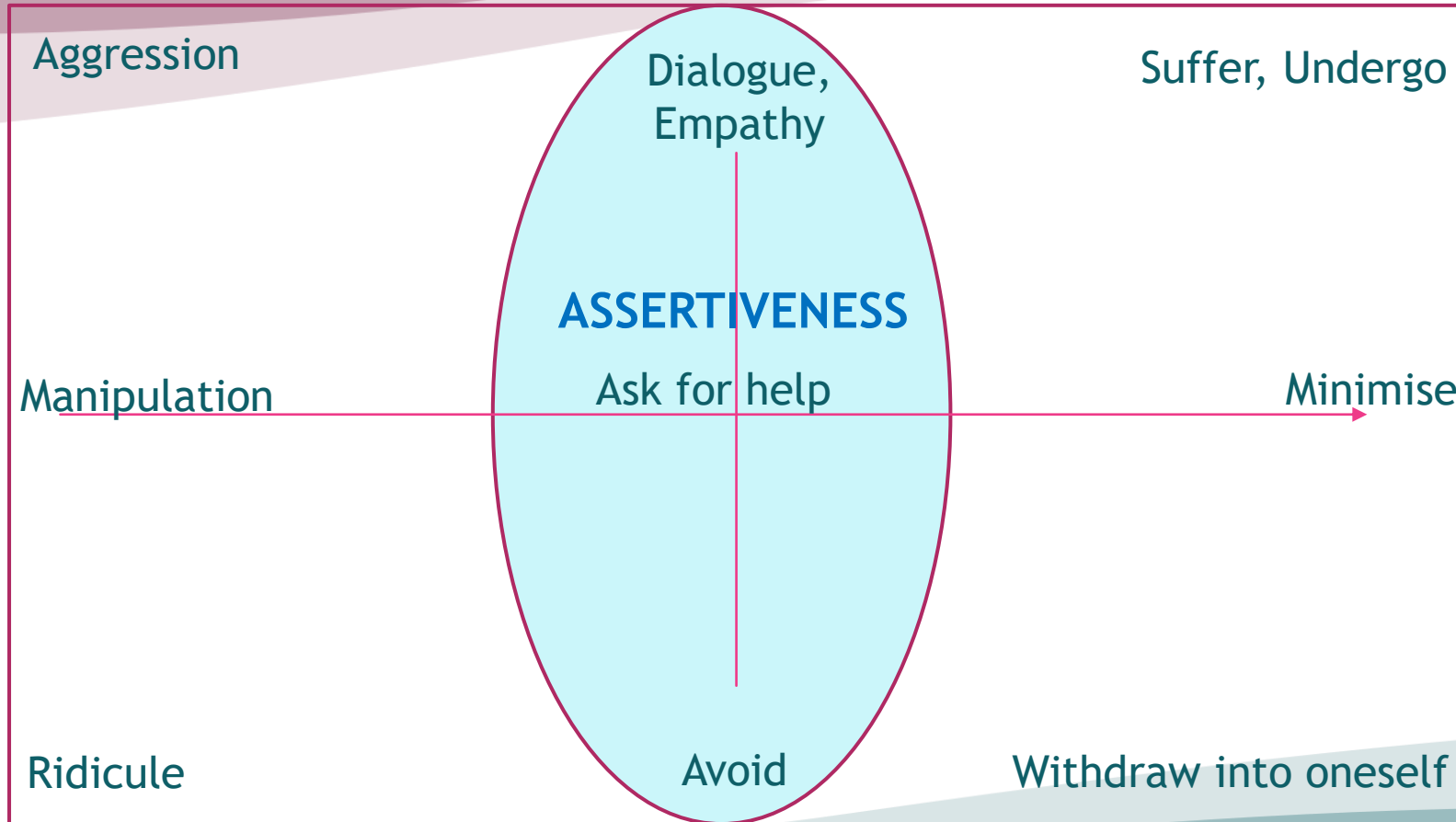
GOALS:
Personal and
social power.

The 3 Behaviours

ADDRESSING PERSONS AND SITUATIONS

VIOLENCE TOWARDS
THE OTHERS

AGGRESSIVE RESPONSE



PASSIVE RESPONSE

VIOLENCE TOWARDS
ONESELF

NOT ADDRESSING PERSONS AND SITUATIONS