

dcm

dcm | Member  
Event

# Member Webinar

Assertiveness Skills





**Jean O'Neill**

DCM Trainer

## About Me

### Qualifications

- Master Coach with Neuroscience
- Trainer
- Mentor



# Webinar Session

## Outline

- What is Assertiveness?
- Assertiveness vs Aggressiveness
- The Power of Assertive Communication
- Navigating Authority with Confidence





# Topic 1



**What is Assertiveness?**



# Assertiveness – What is it?

What words or images come to mind when you hear the word 'assertive'?



# Assertiveness – What is it?

What do you think are the characteristics of an assertive person?





# Let's Define Assertiveness

**Assertive communication** is defined as “the ability to speak and interact in a manner that considers and respects the rights and opinions of others while also standing up for your rights, needs, and personal boundaries”

.....What else?



“You can’t be heard if you don’t speak  
with clarity and calm

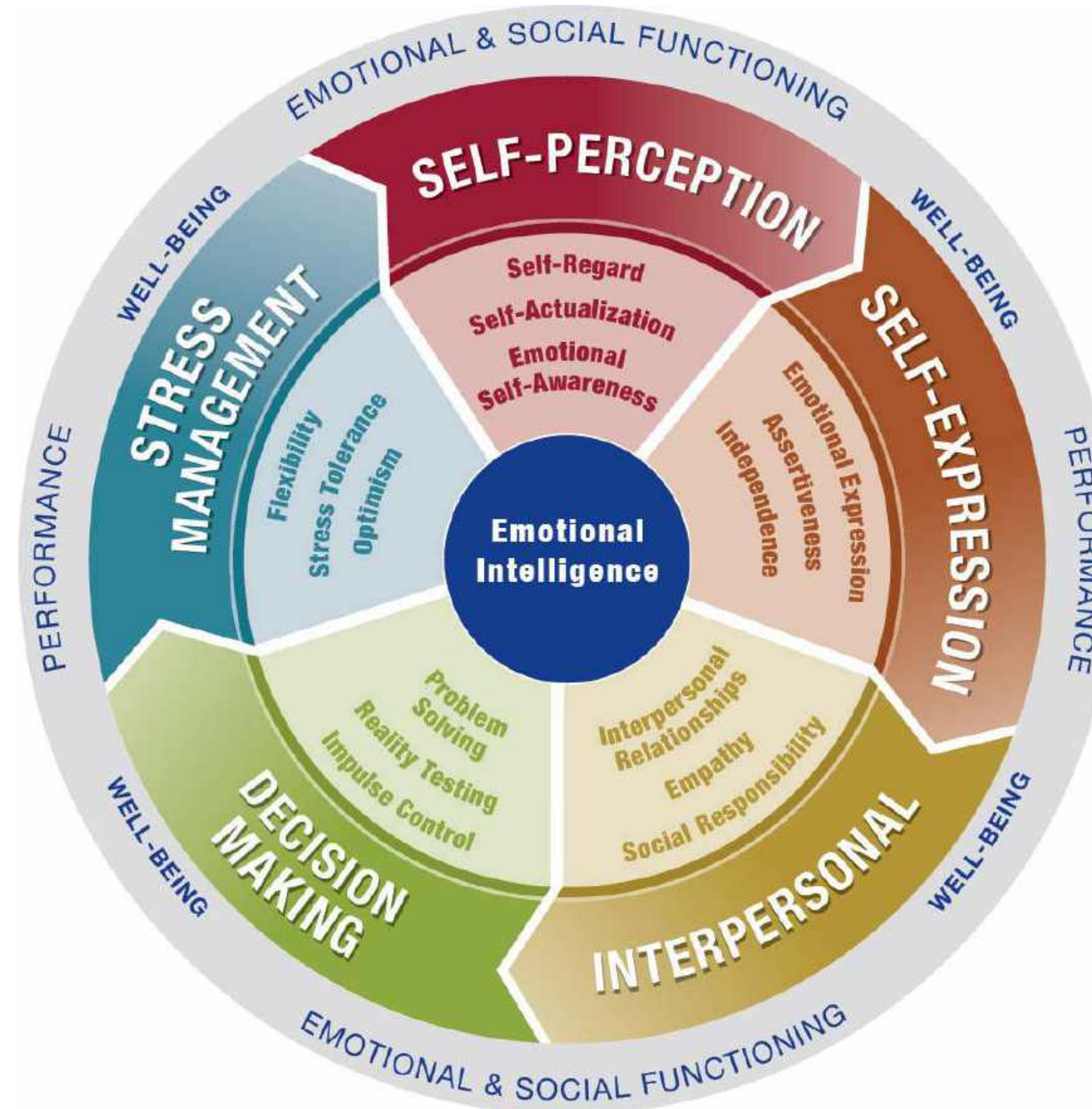
Jefferson Fisher



# Emotional Intelligence Skills

15 EI Skills

Emotional Intelligence is an integral part of developing assertiveness skills



Copyright © 2011 Multi-Health Systems Inc. All rights reserved.  
Based on the original BarOn EQ-i authored by Reuven Bar-On, copyright 1997.



## Topic 2

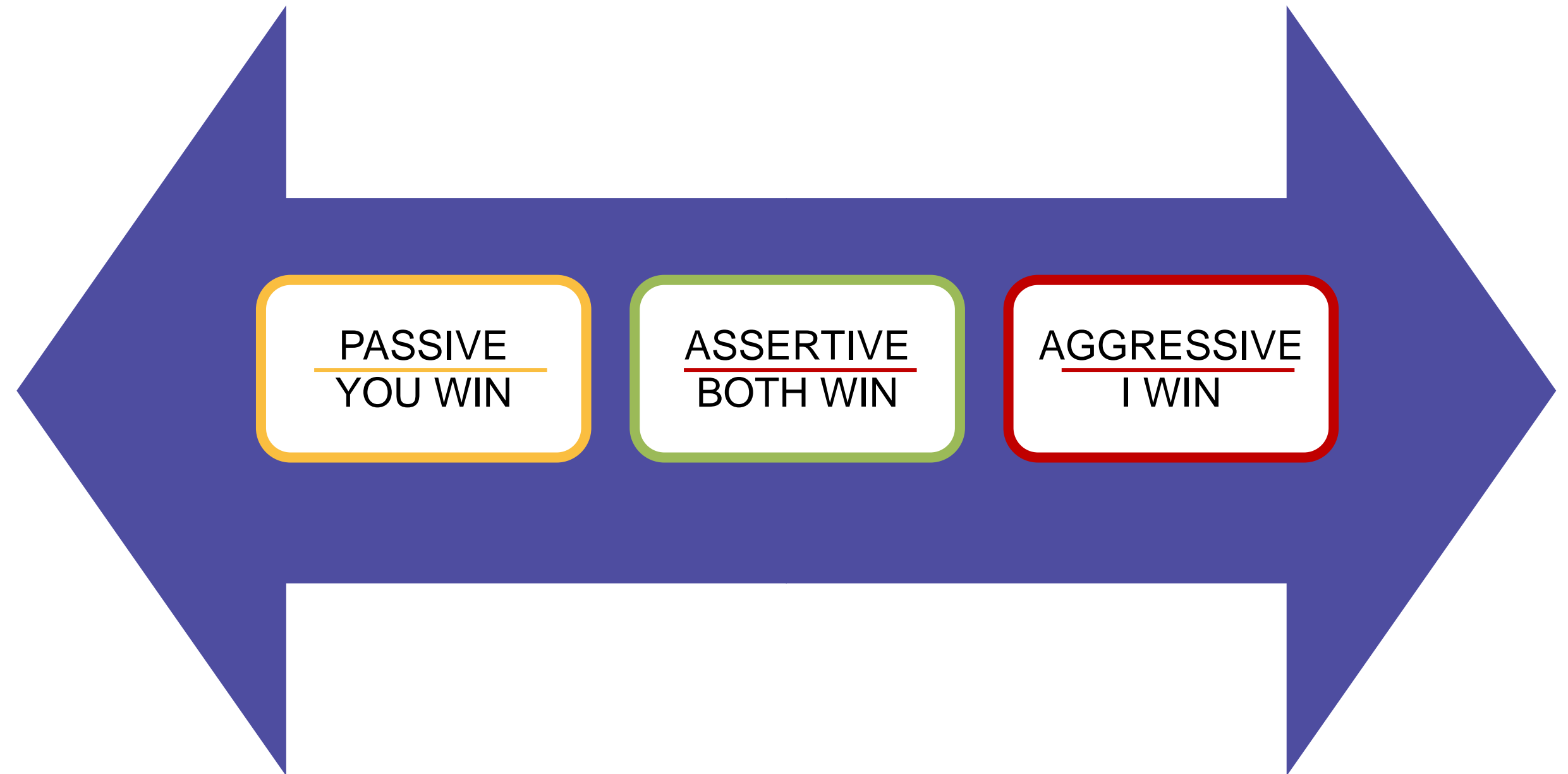


### Assertiveness vs. Aggressiveness



# Assertiveness vs. Aggressiveness

## 3 Communication Styles



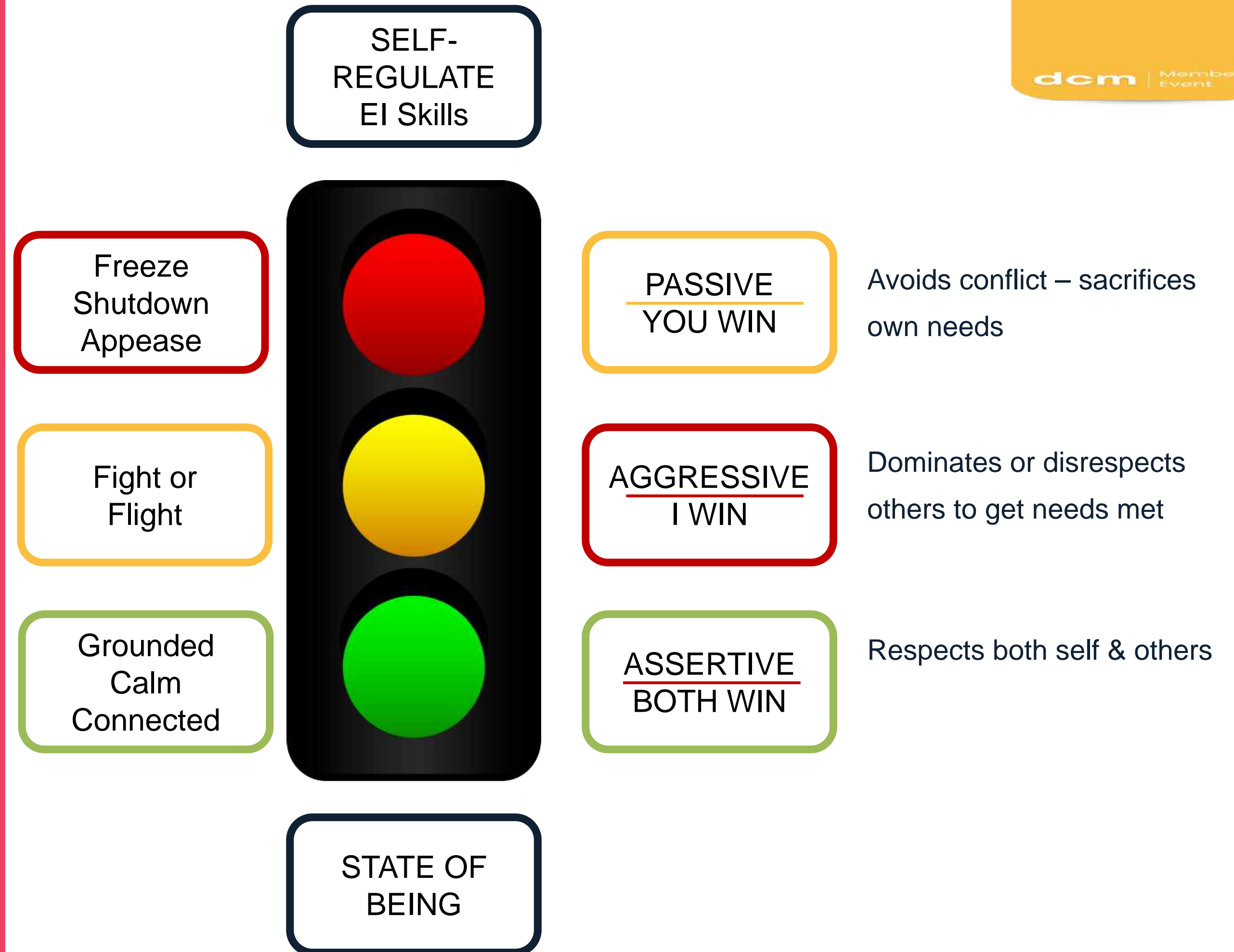


## Assertiveness vs. Aggressiveness

### 3 Communication Styles

Differentiate between the 3 communication styles.

Understand that assertiveness builds trust and aggression destroys it.





# Aggressiveness vs. Assertiveness

When are times (situations) you may slip into passive mode?

What are types of aggressive communication (or behaviour) you have experienced?

When are times that you are proud of where you have demonstrated assertiveness? What did you do?



”

It's not about winning the moment. It's  
about keeping the conversation going

Jefferson Fisher

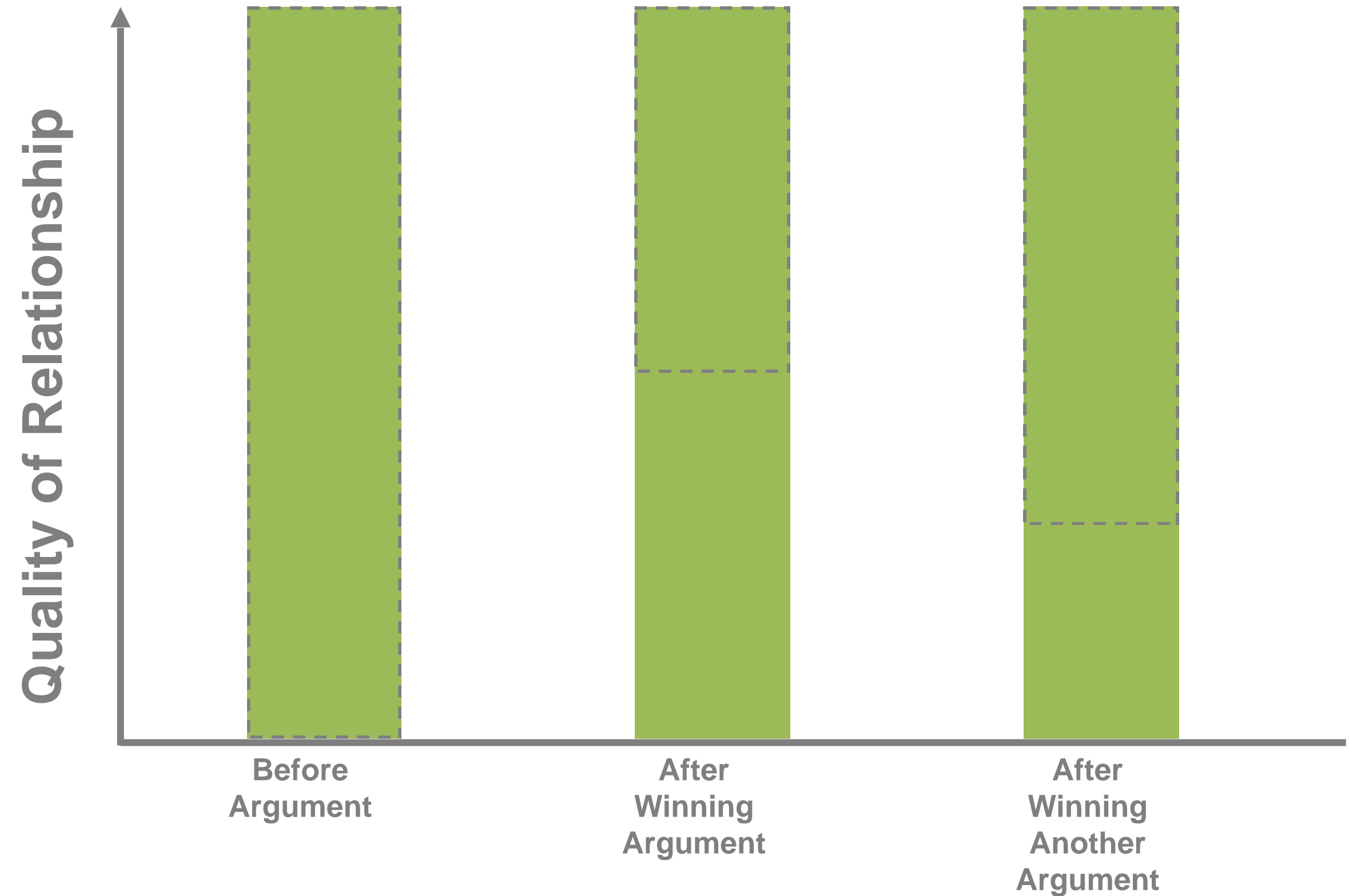
# Building Trust

## Assertiveness vs. Aggressiveness

The quality of our relationships depends on the quality of our conversations.

There are three core TRUST competencies:

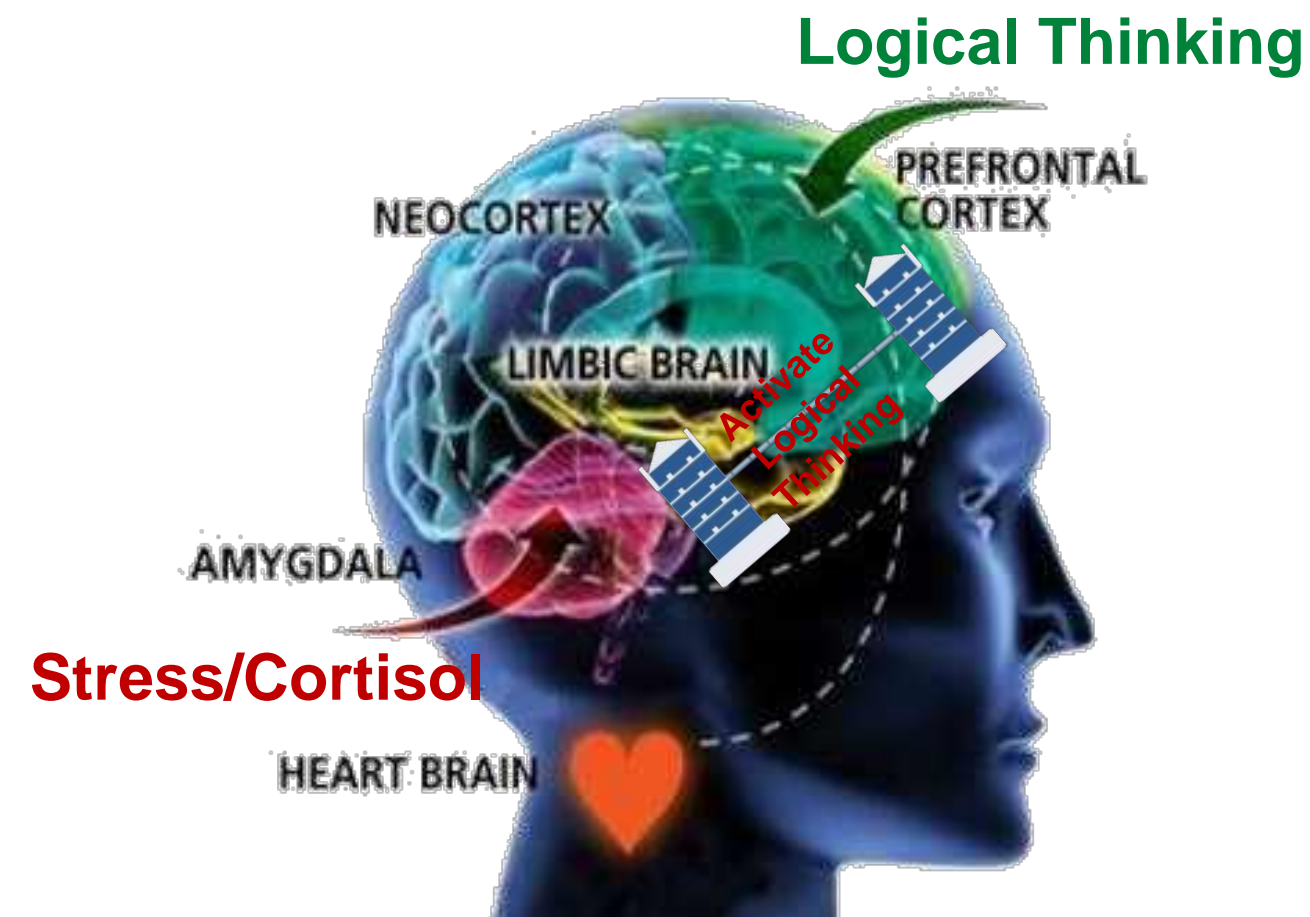
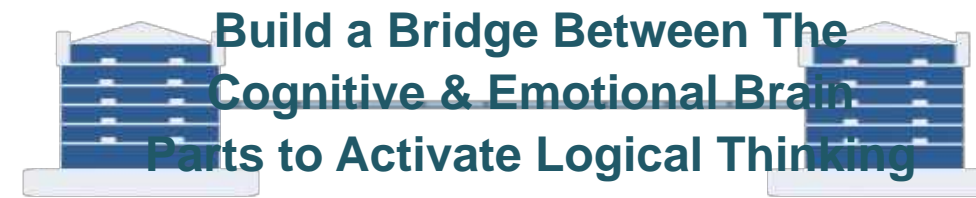
- ☐ Capability
- ☐ Character
- ☐ Communication



# Active Logical Thinking

## Emotional Regulation

Why is it sometimes difficult to be assertive in important and difficult conversations?





# Impact of Experiencing Stress

## The Amygdala Hijack

How do you experience stress in difficult conversations?



### Noticeable Effects

- pupils dilate
- Mouth goes dry
- Neck & shoulder muscles tense
- Heart pumps faster
- Chest Pains
- Palpitations
- Sweating
- Muscles tense for action
- Breathing fast & shallow
- hyperventilation
- Oxygen needed for muscles



### Hidden Effects

- Brain gets body ready for action
- Adrenalin released
- Blood pressure rises
- Liver releases glucose to provide energy for muscles
- Digestion slows or ceases
- Sphincters close
- Cortisol released to depress the immune system

”

You don't have to attend every  
argument you are invited to

Jefferson Fisher

# Active Logical Thinking

## The ABCD Model

Albert Ellis's **ABCD** model states that:

**(C)** emotional **c**onsequences stem **not** from

**(A)** **a**dversity but from

**(B)** one's own **b**elief about adversity and a  
person can **learn to**

**(D)** **d**ispel those current beliefs

# Active Logical Thinking

## Example

### The ABCD Model

Adversity

Belief

Consequences

Dispel

Example/Scenario

**(A) Adversity** - An athlete fails to complete a fitness test

**(B) Believes** – And thinks he is a total failure. He feels totally down

**(C) Consequences** – As a result his performance in the next fitness test is even worse

**(D) Dispel** – He needs to dispel unrealistic self-limiting beliefs about the issue – **HOW?**

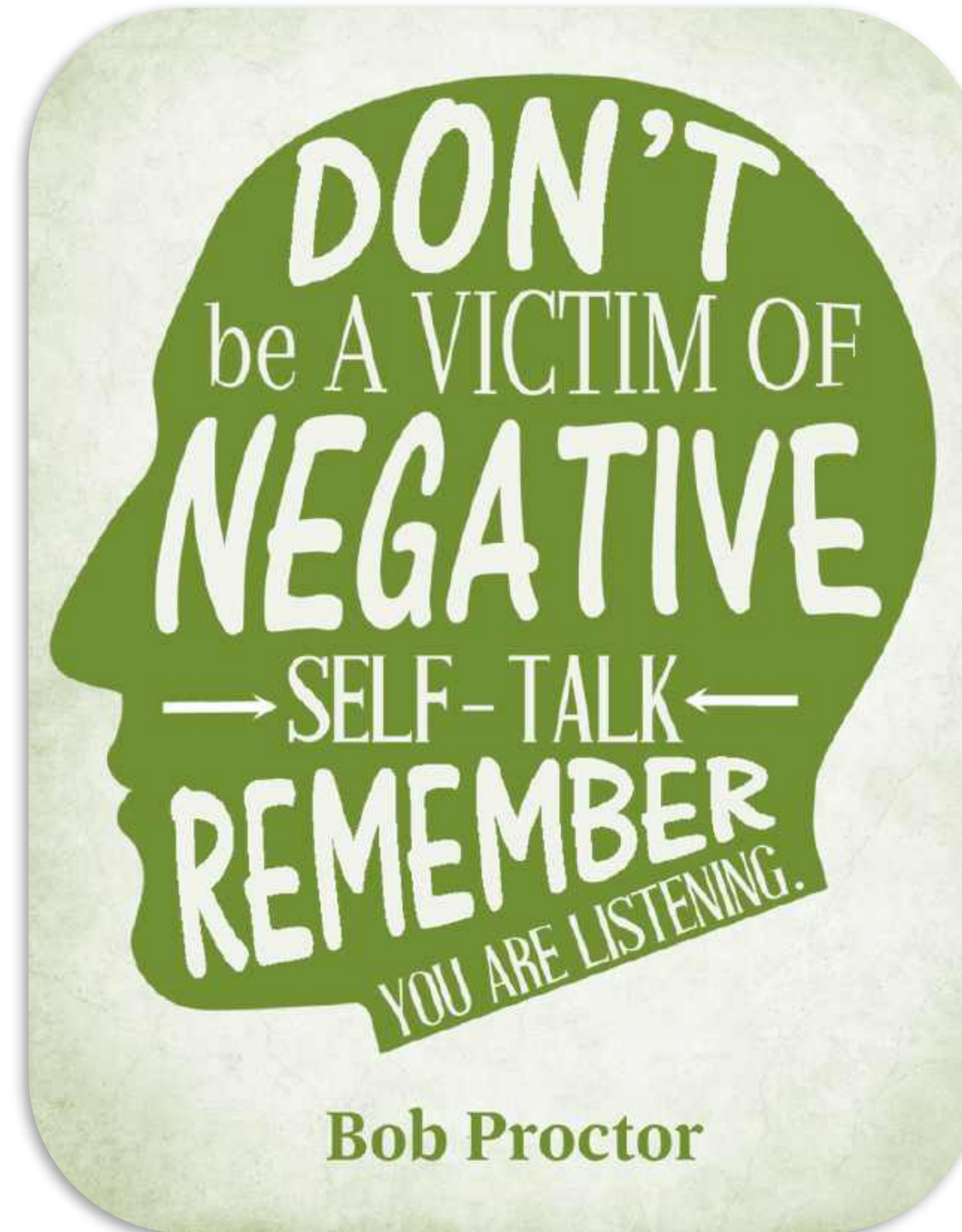


# Active Logical Thinking

## Plug into the Power of Positive Self-Talk

Apply Key Emotional Intelligent Skills:

- ☐ Self-Regard
- ☐ Self-Expression
- ☐ Impulse Control
- ☐ Reality Testing
- ☐ Flexibility
- ☐ Problem Solving
- ☐ Stress Tolerance
- ☐ Optimism



## Plug into the Power of Positive Self-Talk

Apply Key Emotional Intelligent Skills:

- ☐ Self-Regard
- ☐ Self-Expression
- ☐ Impulse Control
- ☐ Reality Testing
- ☐ Flexibility
- ☐ Problem Solving
- ☐ Stress Tolerance
- ☐ Optimism

# Active Logical Thinking - Tips

**Use the Pronoun Trick-** stop thinking about “me, myself, and I”

### Example 1

**Before (self-focused):**

"I feel very upset after the negative feedback"

**After (observer-focused):**

"I am noticing that Jennifer is upset after the negative feedback" – How can Jennifer reframe the situation? What can I learn from the feedback? What were my manager's intentions?

### Example 2

**Before (self-focused):**

"I hope I don't mess this up. I need to sound smart. I want them to like me."

**After (other-focused):**

"How can I make this clear for them? What does this person need from this conversation? How can we move forward together?"

# Active Logical Thinking - Tips

**Talk to yourself like you would to your closet friend** –through raised levels of self-awareness, observe, notice and monitor your *‘internal dialogue’*.

## Thought-provoking Question

### **Reality-test Thinking**

Would you work for someone yellowing obscenities? If the answer is no, don't do it to yourself!

## Plug into the Power of Positive Self-Talk

Apply Key Emotional Intelligent Skills:

- ☐ Self-Regard
- ☐ Self-Expression
- ☐ Impulse Control
- ☐ Reality Testing
- ☐ Flexibility
- ☐ Problem Solving
- ☐ Stress Tolerance
- ☐ Optimism

## Plug into the Power of Positive Self-Talk

Apply Key Emotional Intelligent Skills:

**Reality Testing** – Shift from SLB (self-limiting beliefs to EP – empowering beliefs)

# Active Logical Thinking - Tips

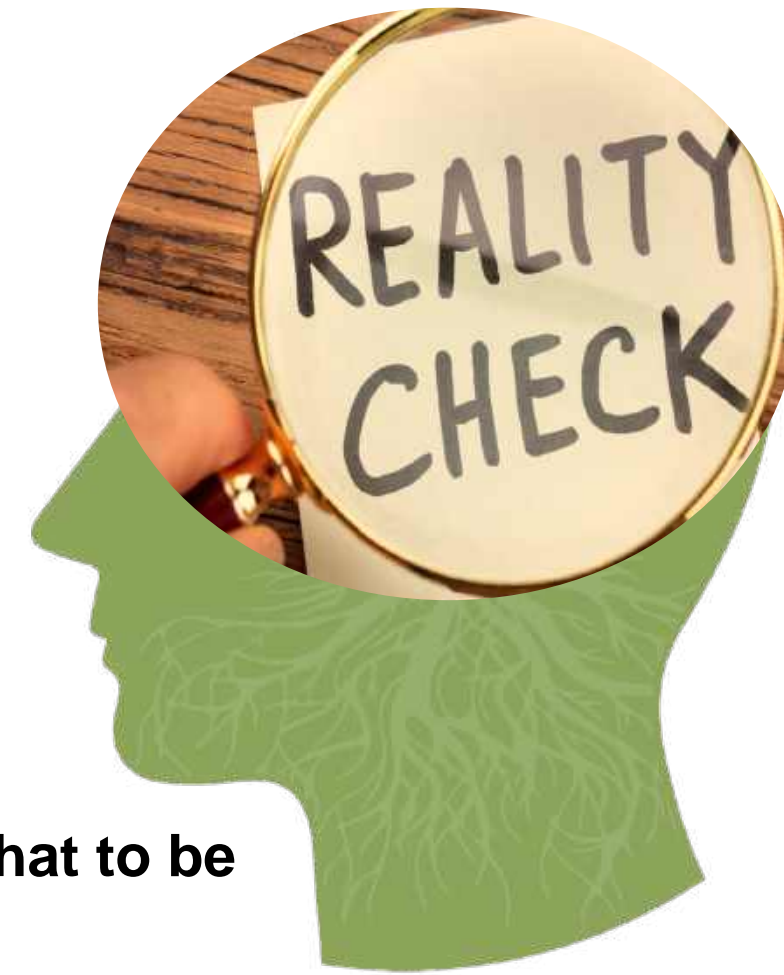
Reality-test Thinking

Thought-provoking Questions

- **Do I know that to be true?** (yes/no),
- *If hesitate, double click on the question: **Do I absolutely know that to be true?***
- **What would I be able to achieve if I wasn't thinking that?**
- *Tailor versions of this question i.e. **Who would I be if I wasn't thinking that?** or simply, **Who would I be without that thought?***

These impactful questions are quite profound in terms of questioning our thinking **(QT)** and belief system.

The questions spark a whole new perspective/shift/aha moments/clarity when we '**move the projector in our minds**' to see, **BELIEVE**, experience and feel in a '**whole new way**'.







# Active Logical Thinking - Tips

**Watch for distorted thought patterns** – our thoughts and feelings are not objective reflections of reality

**Above the line thinking**

Reflective Thinking

Ruminating

**Below the line thinking**

## Plug into the Power of Positive Self-Talk

Apply Key Emotional Intelligent Skills:

Self-Regard

Self-Expression

Impulse Control

Reality Testing

**Secure your own mask before assisting others** – You can't help others if you are not in a good place



## Topic 2

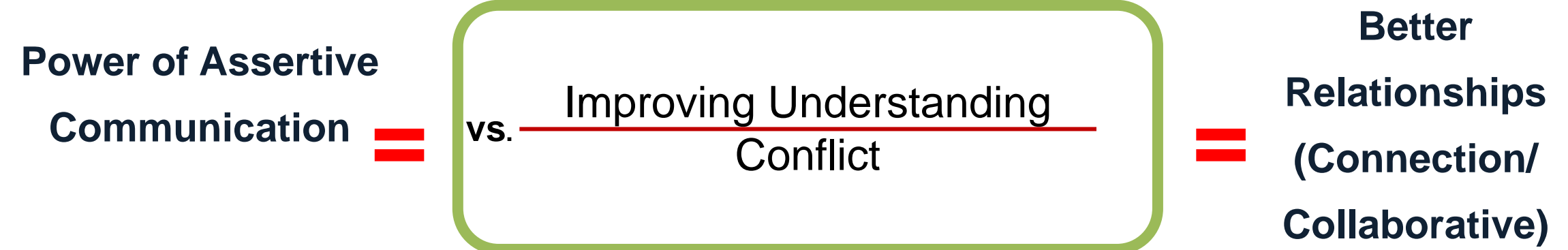


### The Power of Assertive Communication





# Power of Assertive Communication



## Power of Assertive Communication

How can we get better at co-creating enhanced connections in how we communicate?



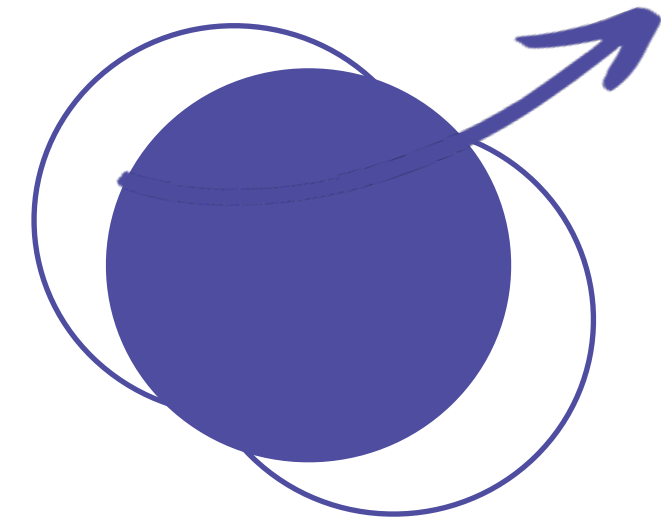
**Regardless of the  
Conversation**

UNDERSTANDING

ACKNOWLEDGMENT

**The GOAL IS  
CONNECTION**

CONNECTION

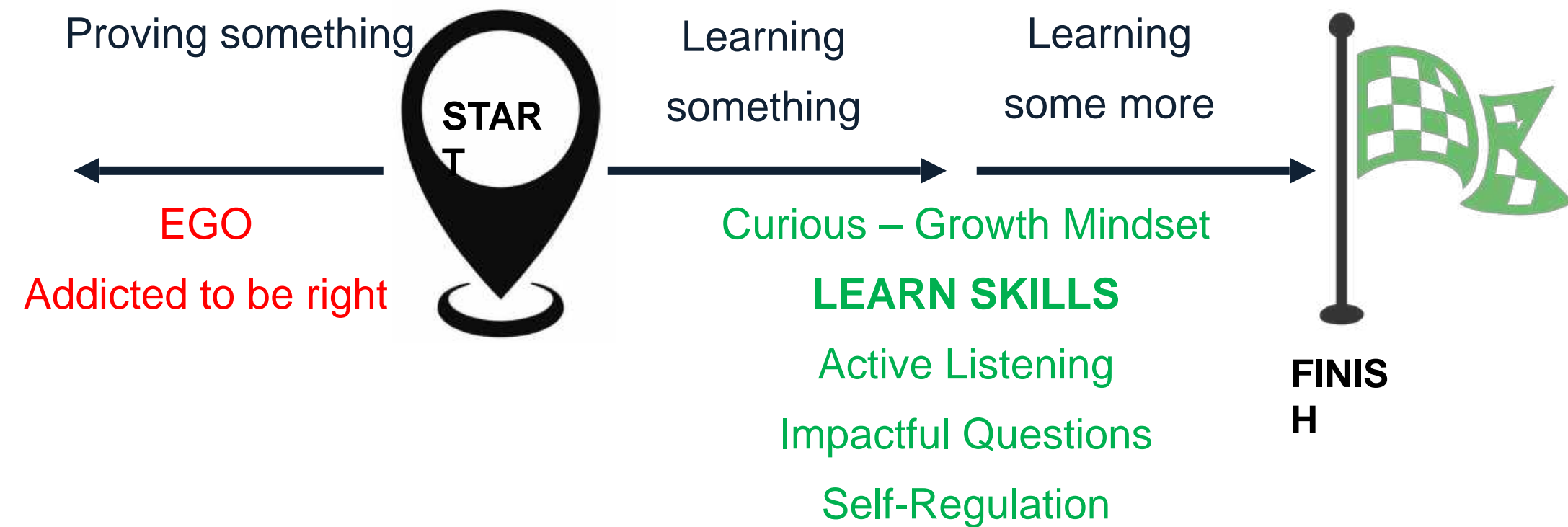




# Power of Assertive Communication

## Setting Conversational Goals

### When Your Conversation Has Goals



# Power of Assertive Communication

## Setting Conversational Goals

Entering an important or difficult conversation without a plan and simply hoping for a perfect outcome solely in your favour is a sure way to end up disappointed.

Intentionally approaching a conversation with clear, realistic goals is how to create real change.  
Emphasis on realistic.

### Unrealistic Goals

- Hoping for an immediate apology and an admission of “you were right”
- Expecting them to accept your opinion without question
- Believing one conversation will cure all other underlying relationship problems
- Assuming the discussion will naturally lead them to seeing everything from your perspective
- Thinking they will concede and fall on the sword of every point you throw out



# Power of Assertive Communication

## Setting Conversational Goals

Let's see the difference when we set realistic goals.

You'll get blind acceptance of your point of view zero out of ten times, but you can absolutely get a better understanding of the other person's point of view nine times of ten when you set realistic goals.

You are framing the conversation around expectations you can meet.

### Realistic Goals

- Ensuring that the other person knows that you care about them
- Gaining a better understanding of where the other person is coming from
- Agreeing on steps to mitigate or eliminate recurrence of the issue
- Acknowledging the other person's feelings with out judgement
- Leaving the conversation feeling heard, even if agreement isn't reached





# Power of Assertive Communication

## Setting Conversational Goals

To find the goal for your next conversation, try asking yourself questions like:

Answering these questions will help you formulate goals that will help you get to where you're going in the conversation. However, you are only halfway done.

A goal is just a destination. You also need a means of getting there.

### Find The Goal For Your Next Conversation

- If I had to choose, what's the one thing that I'd need them to understand?
- What small step can I take to show them that I heard them?
- What assumptions am I making?
- How can I show gratitude for this opportunity to talk?
- Is there a part of this I am trying to win?





# Power of Assertive Communication

## Setting Conversational Goals

Values in conversations serve as your compass, ensuring that your goals set the direction of what you truly find important, fulfilling, and meaningful.

No matter the terrain of the subject up for discussion, your values always point you to true north.

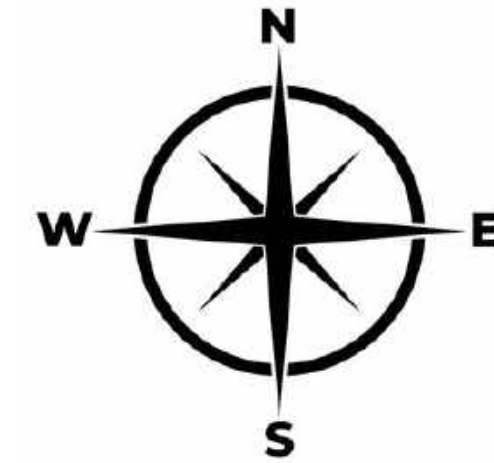
Communicating in alignment with our values reduces the internal struggles of what to say or how to behave.

## Why Your Conversations Need Values

Rather than putting emphasis on the other person, your conversational values answer the questions, “How will I show up for myself?” That is ‘**who**’ do you want to be seen as ‘**after**’ the conversation ends?

## Poll Exercise to Elicit Values

- What do you think I find important in my life based on my daily conversations?
- What are three words you would use to describe my character to someone who doesn't know me?
- What topics of conversation do I get most enthusiastic about?
- What qualities are most important to me in the friendships/professional connections I have?
- What emotions do you wish I'd show more of?



## Power of Assertive Communication

### Setting Conversational Goals

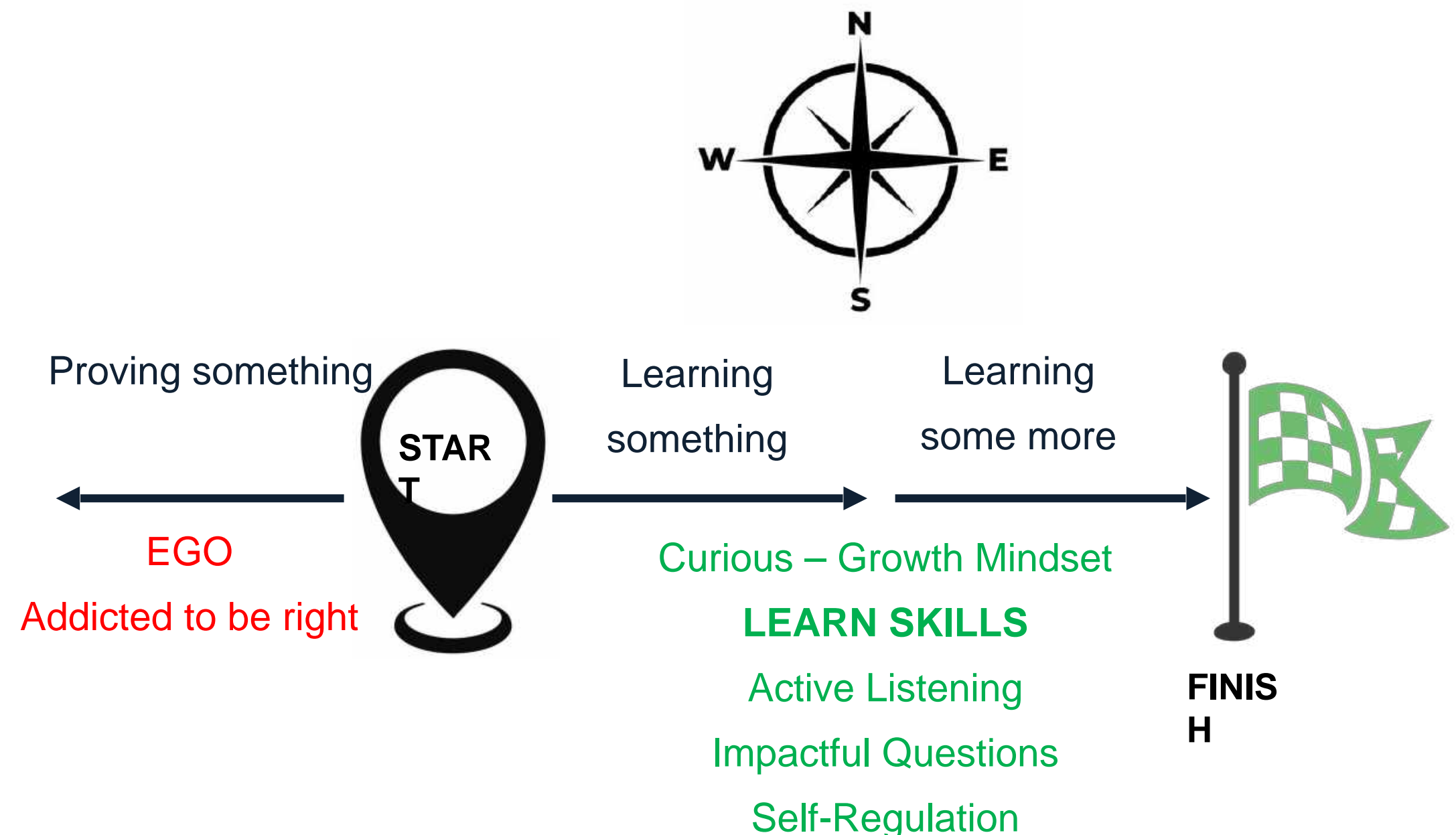
#### Summary:

Use the 'realistic goal setting questions' to bridge the gap in your next conversation and set yourself up for success.

**North Star Communication Values** – the hard work has to happen before you open your mouth.

## When Your Conversation Has Goals

When you **align your communication** with your **values**, you increase the likelihood of reaching your goal and ensuring that when times get tough, the real you shows up.





## Topic 4



### Navigating Authority with Confidence



”

Confidence is not walking into a room  
thinking you're better than everyone. It's  
walking in not having to compare  
yourself at all

Jefferson Fisher



# Assertiveness Skills Techniques

Introducing you to the SURE  
Assertiveness Skills Model



**S** Set positive intentions

**U** Understand what you  
want to say

**R** Regulate your emotions  
and body language

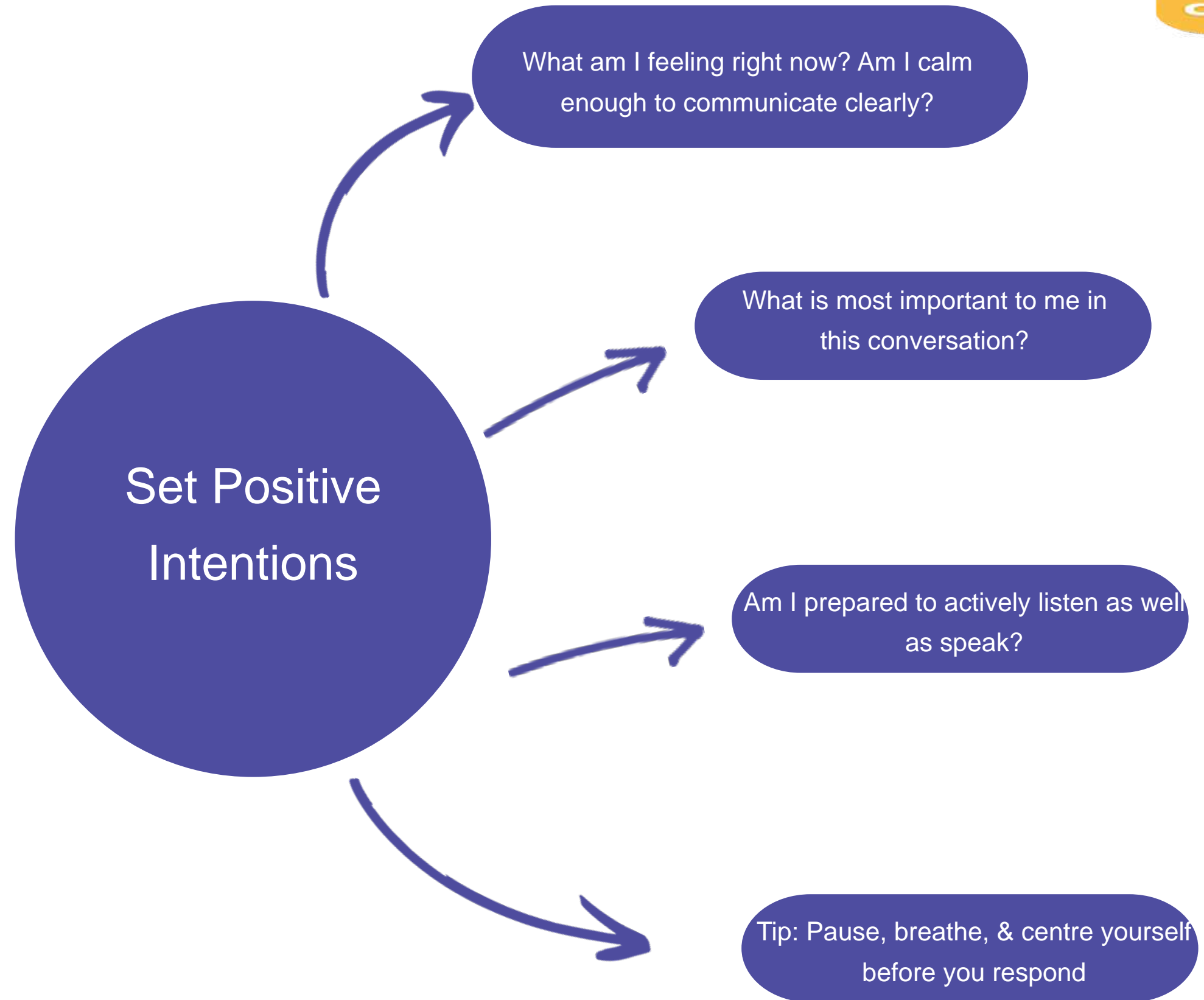
**E** Express yourself assertively



## SURE Model

SET POSITIVE INTENTIONS:

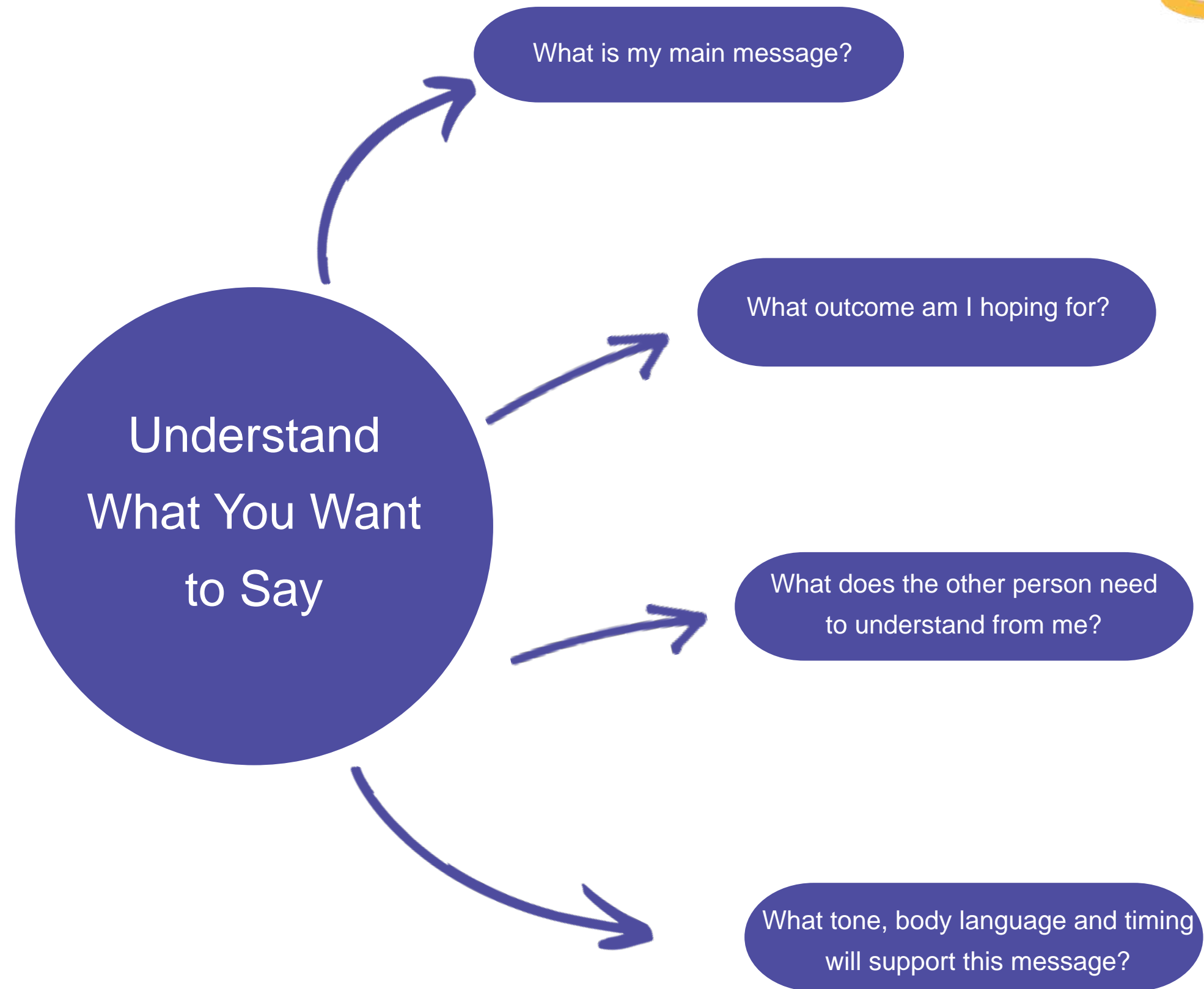
ASK YOURSELF:



## SURE Model

### UNDERSTAND

Planning and Preparedness – Create an Inventory:



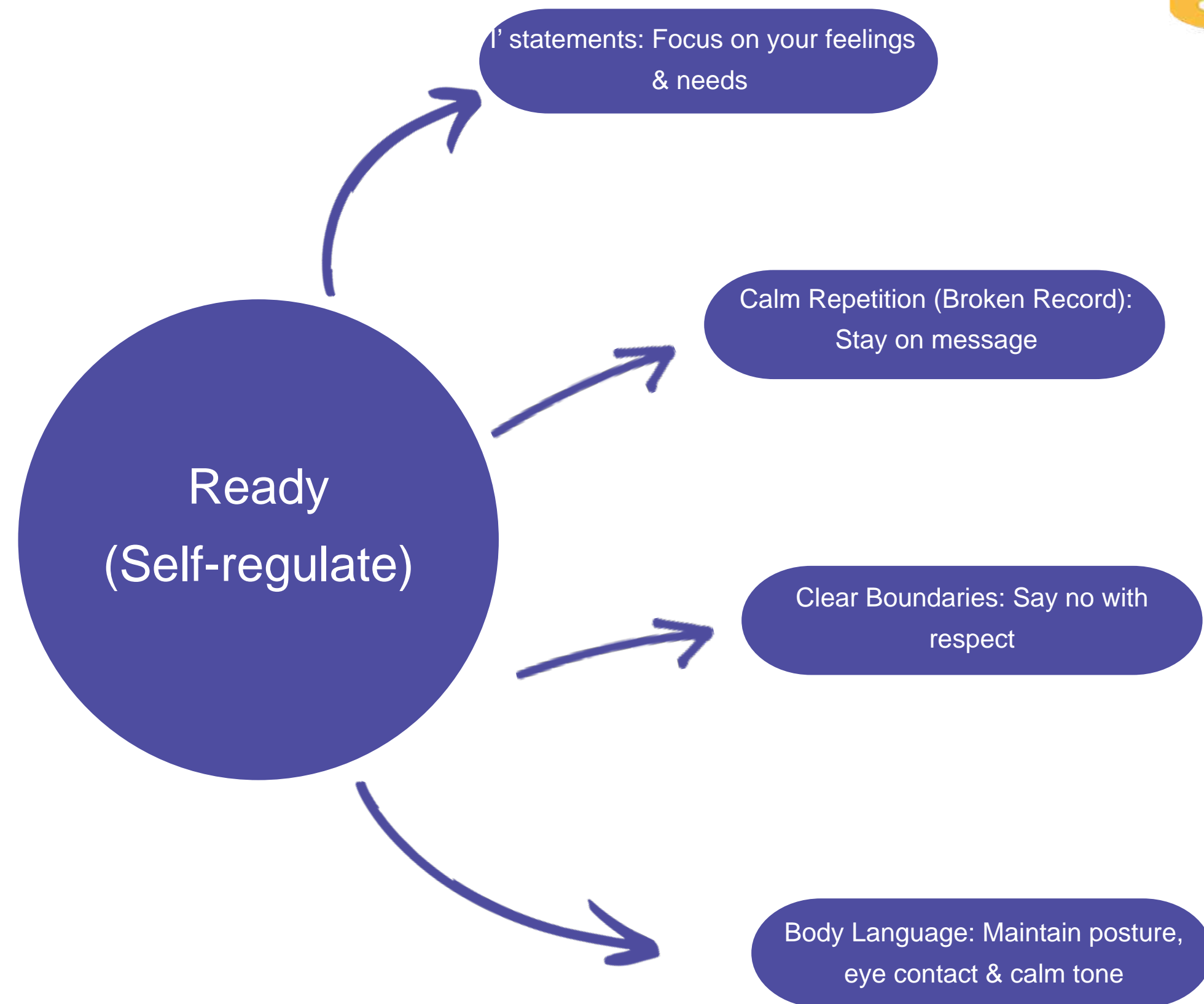
## SURE Model

READY (practice confidence skills):

Use these assertiveness techniques to speak up respectfully:

**TIP:** Regulate State of Being: emotions, body language, tonality – How?

Get in the habit and practice of **‘taking a conversational breathe’**. Pay attention to the other person (s) – gauge energy signals, reactions/ responses.





# Assertiveness Skills Techniques

The Assertiveness Toolkit provides simple, actionable tools to help you communicate confidently, calmly, and clearly.

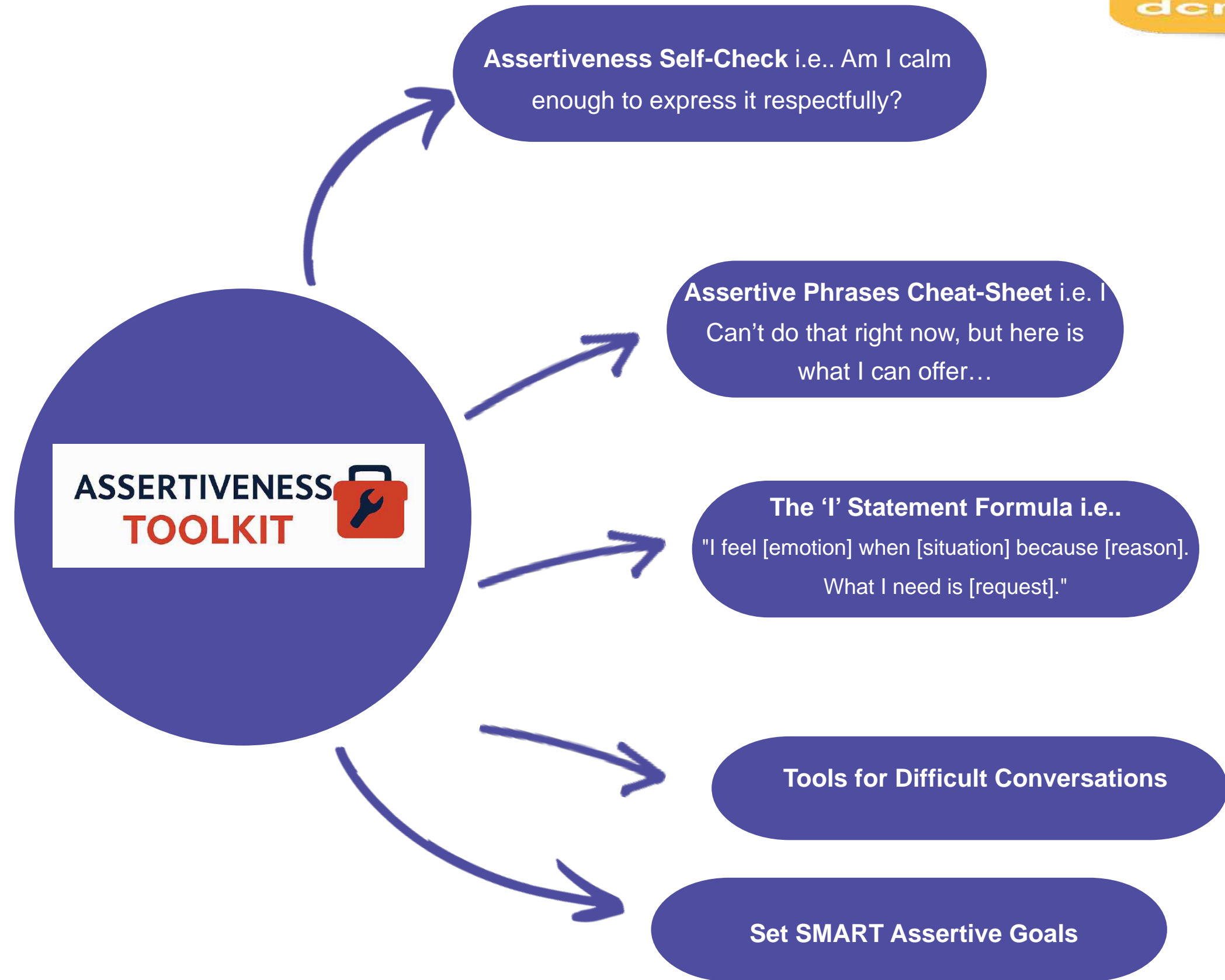
Use it as a quick reference when preparing for challenging conversations or practicing assertive habits.

**ASSERTIVENESS**  
**TOOLKIT**



# Assertiveness Skills Techniques

What's in the Assertiveness Toolkit?



# Assertiveness Skills Techniques

## Set SMART Assertive Goals

Use this template to set a small daily assertive action.

**Remember:** The accumulation of 'small daily actions' result in overall 'big change' and 'sticking transformation'.

### Set SMART Assertive Goals

- **Specific:** What exactly will you do?
- **Measurable:** How will you know it's done?
- **Achievable:** Is it realistic?
- **Relevant:** Why does this matter now?
- **Timely:** When will you do it?

### Example of SMART Assertive Goal

I will speak up once in my team meeting tomorrow using an 'I' statement.

# Assertiveness – Honing Your Skills - Modelling

Identify a role model that you can grow and learn from.....

Who springs to mind for you when you think of an assertive person that you admire and respect?

What is it about them that you admire and respect – be specific?



# SUMMARY

01

**What is Assertiveness?** – Focus on enhancing and Developing 15 Emotional Intelligence Skills

02

**Assertive vs. Aggressiveness** – Manage the three different types of communicate – **Self-regulate**, **ABCD Model**, **Plug into the Power of Positive Self Talk**

03

**The Power of Assertive Communication** – Connect & Collaborate with Confidence by creating **Conversational Goals** & **Aligning with Conversational Values**

04

**Navigating Authority with Confidence** – Lean in on the **SURE Model**; **Assertiveness Toolkit**; **Set SMART Assertive Goals**; **Modelling**





dcm | Member  
Event

# QUESTIONS & ANSWERS?

*Ask Away.*

pat@dcmlearning.ie

01 524 1338