

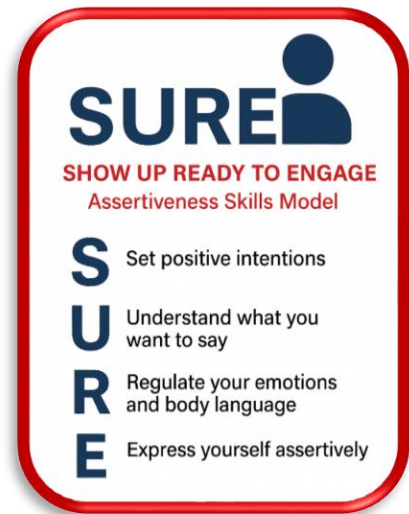
SURE

Assertiveness Skills Model

SURE = Show Up Ready to Engage

The **SURE** model is a practical approach to building assertive confidence by preparing both your **mindset** and **message**.

Use this self-awareness and planning tool to strengthen your ability to show up with clarity, confidence, and calm in everyday conversations.



“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

S – Show Up (Self-Awareness Check-In)

Check your internal state before you engage.

- Ask yourself:
 - What am I feeling right now? Am I calm enough to communicate clearly?
 - What is most important to me in this conversation?
 - Am I prepared to listen as well as speak?

Tip: Pause, breathe, and center yourself before you respond.

U – Understand (Prepare Your Message)

Clarify what you want to say and why it matters.

- Inventory:
 - What’s my main message?
 - What outcome am I hoping for?

- What does the other person need to understand from me?
- What tone and timing will support this message?

R – Ready (Practice Confidence Skills)

Use these assertiveness techniques to speak up respectfully:

- 'I' Statements: Focus on your feelings and needs
- Calm Repetition (Broken Record): Stay on message
- Clear Boundaries: Say no with respect
- Body Language: Maintain posture, eye contact, and calm tone
- **Tip:** Regulate emotions and body language – get in the habit of using a 'conversational breathe'

E – Engage (Follow Through and Reflect)

Be present and confident. Afterward, reflect on how it went.

- Post-Conversation Reflection:
 - Did I communicate my message clearly?
 - Did I stay calm, respectful and professional?
 - How do I think (feel) the other person (s) experienced me? Based on what facts/evidence?
 - What did I do well?
 - What could I improve next time?