



ecube
engage • empower • energise



ASSERTIVE COMMUNICATION

Assertive Communication

ASSERTIVENESS is a “win-win situation”, where you are working towards meeting your needs as well as others. Assertive communication is a skill, not a personality, by practice assertive communication is possible for anyone, it may be a manager or an employee. All you have to do is, analyze your behavior, i.e., your way of speaking when you are normal and the way of speaking when you are under pressure.

You may have a question “I am a Manager, I have rights and power to command my people to get their work complete, why should I be assertive?” – yes, you have the power, but if you are aggressive besides being assertive you will get only the work done what you have commanded, but if you are assertive then the work will be productive.

How to improve Assertive Communication Skill?

The 3 C's to be focused first "Confidence, Clarity and Control". Be confident in what decisions to be made to achieve the goals, be clear from your point, what steps to be taken and control your temper, particularly when you are under pressure. Before you speak, think whether it is true, how it will be helpful, is that necessary right now and finally is this is a kind approach.

Clearly and directly express the needs, desire and opinions in a way which is considerate to others, everyone is equally important and recognize the importance and respect their rights too. Be a good listener, an effective communicator will automatically possess the assertive communication skill, as they will have the complete skill of listening and reflecting with all the sense of maintaining eye contact, speaking with a firm voice and positive body language.

Put your skill to practice

The most important practice is to think before you speak, suppose you are under pressure take a deep breathe and take your time to revert back to normal and then continue to communicate. Your body language has an equal importance as the words you speak, so pay attention to body language, avoid defensive body languages. Even if the person is wrong on his point don't say openly you are wrong, instead say let's discuss. Self-esteem is mandatory, but never underestimate others.

Identify your style of communication under stress and manage it, stay calm and focused, be flexible, use the words that describe assertive, don't be demanding. To get in touch with a person call him/her by their name. When you are having a conversation prefer "you" over "I", because you describe defensive, for example "Will you guide me?" has a vast difference over "I know how to do?".

Benefits of Assertive Communication

There will be a positive approach from your colleagues or other employees, they will respect you, support you and work with you to solve the problems.

- Win-win situation
- Reduces conflicts
- Fosters team building
- Increases self-confidence and personal sense of control
- Promotes your ideas, products & services
- Allows a positive experience
- Encourages feelings and issues to be aired openly
- Builds commitment

Where to use Assertive Communication?

The assertive communication speaks effectively during negotiation between a sales person and a customer, resolve conflicts and diffuse anger between a team member, dealing with or explaining controversial policy between a team leader and a team member, communicating tough decisions with Boss and efficiently solves problem, establishes boundaries and maintain worklife balance.

