



# Mastering Business Assertiveness Without Getting Punched

Park City, Utah  
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## Presented by Pam Paquet:

Helping employees and companies “***stop doing what does not work***”. Bringing psychology into the workplace for better accountability, communication and behavior.

## Abstract:

The meek may ultimately inherit the earth, but they get pushed out of line while they are still on it. This self-help session approaches the delicate topic of assertiveness and the parameters, restrictions and responsibilities that come with it. Trainees will learn the keys to appropriately applying assertiveness in business communication and effectively managing confrontation.

- Learning objectives:
1. Understand assertiveness
  2. Strategies to manage confrontation
  3. How to communicate assertively



<p><b>Ask using clear requests:</b></p> <ol style="list-style-type: none"> <li>1. "I" statement</li> <li>2. Use appropriate verb <ul style="list-style-type: none"> <li>- need, want, prefer, would like</li> </ul> </li> <li>3. Clear instruction with time</li> <li>4. Confirm and question</li> </ol>	<p><b>Use accurate words</b></p> <p>Need . . . Directive  Want . . . Preference  Prefer . . . Negotiable  Would like . . . Optional</p>
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What gets in the way of asking **in a respectful manner?**

**Ability to say "No"**

No, that request cannot be met in that time frame. That company has a 2-day turn around. Let me see what else is possible. Can I get back to you later today?

Unfortunately, my day is already jam packed. I can get that to you tomorrow afternoon. Will that work?

**Assertive Communication:**

55% Non-verbal communication

38% Verbal (tone of voice)

7% Words

Source: From 1967 UCLA study by Albert Mehrabian to determine exactly what it is that people respond to.

<p><b>Assertive Body Language:</b></p> <ol style="list-style-type: none"> <li>1. A 'good' walk</li> <li>2. Stand tall and confident</li> <li>3. Neutral facial expression</li> <li>4. Open posture – take paper</li> <li>5. Good eye contact</li> </ol>	<p><b>Provide Rationale:</b></p> <p>I need to educate . . .  I would like to clarify . . .  Let's negotiate on . . .  This is relevant because . . .  These parameters are . . .  Recent restrictions . . .</p>
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## Leadership & Assertiveness

1. **Ensure things are fair for everyone** - balance is key: find a middle ground between leading and engaging (focus on the ask)
2. **Enhance relationships** - balance is key: be predictable and consistent for a balance between respect (passive) and fear (aggressive)
3. **Express clearly and confidently** - balance is key: talk and listen equally to be clear on negotiables and non-negotiables

## Questions & Answers:

1. How can you be assertive during meetings when technology is being used and you only have voices and not a visual?  
It is obvious (to you and everyone else in the meeting) when someone is not giving their full attention, might be multi-tasking or distracted. As soon as it is obvious, don't let them off the hook - state the problem (delay in response, lack of involvement, etc.) and request their full attention for the meeting. It might be good to speak with them privately after the meeting to ensure they understand meeting requirements or policies.
2. How do you deal with people who are agreeable but are not accountable and don't do what they say they would do?  
If this is the situation once, then correct the behaviour and ensure it does not happen again. If this is a pattern of behaviour, then it could be a pattern commonly found in people with passive-aggressive tendencies. If it's a pattern, don't expect it to change. Assess if this person is better off being let go and replaced. If you need to keep them, then create work processes and reporting requirements that clearly outline expectations, steps and deadlines and monitor the work progress at regular intervals so there are no surprises at or near the end.

3. What strategies can you use to be assertive when using email?

<b>Do's</b>	<b>Don'ts</b>
- put a call to action at the end	- use all capitals
- create a clear subject line with topic, need and deadline date/time	- use colors (especially red)
- explain the purpose of your email	- use bold
	- use italics

Thank you for your time and participation. I look forward to helping build better bosses in your workplace and improving accountability with your team.

Enjoy the rest of 2015 and good luck with assertiveness! *Pam*



Pam Paquet & Associates Performance Management

[www.thepossibilities.ca](http://www.thepossibilities.ca)

[pam@thepossibilities.ca](mailto:pam@thepossibilities.ca)

Business: 204-415-5858

Mobile: 604-349-8660

### **Conference Cloud Additional Resources:**

#### **Centre for Clinical Interventions: Self-Help Assertiveness**

[http://www.cci.health.wa.gov.au/resources/infopax.cfm?Info\\_ID=51](http://www.cci.health.wa.gov.au/resources/infopax.cfm?Info_ID=51)

#### **Psychology Tools Assertive Communication**

[http://media.psychology.tools/worksheets/english\\_us/assertive\\_communication\\_en-us.pdf](http://media.psychology.tools/worksheets/english_us/assertive_communication_en-us.pdf)

#### **Stress Management: Reducing Stress by Being More Assertive**

<http://www.healthlinkbc.ca/healthtopics/content.asp?hwid=av2095>

#### **Assertiveness Training Manual: A Five-Week Course for Self Advocates**

<http://www.inclusionbc.org/resources/assertiveness-training-manual-five-week-course-self-advocates>