

## A-S-S-E-R-T yourself to get what you want without antagonising others

### **A = Assertive not aggressive**

Being truly assertive is being able to talk about your needs while respecting the needs of others.

### **S = Say no without guilt**

Pause before you automatically say yes to please others. It's much harder to say no once you have already said yes.

### **S = Serve your own needs as well as others**

You owe it to yourself not to deny your own needs. The alternatives are resentment, frustration and bitterness.

### **E = Express what you want clearly, not vaguely**

People aren't mind-readers. Knowing and stating what you want gives you a clear objective to communicate.

### **R = Reflect (and rehearse) an inner confidence outwardly**

Even if you don't feel 100% confident, you can use your body language, tone of voice and carefully chosen words to signal a confidence to others.

### **T = Tell it like it is; use the first person**

Speak clearly, calmly and concisely. Use the first person to focus on feelings and needs rather than blame.

