



## Assert Yourself

### Assertive Rights

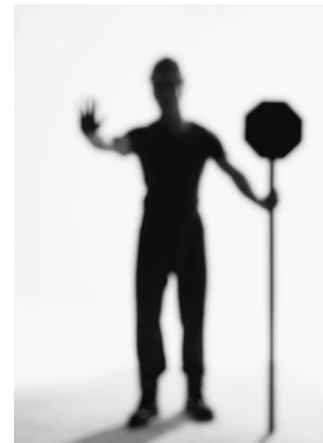
Remember that you have the right to...

- be treated with respect
- feel and express your feelings
- take the necessary time to calm down and think
- ask for what you want
- make mistakes
- decide how you spend your time
- disagree
- say "no" without feeling guilty
- be listened to
- change your mind
- ask for information
- feel good about yourself
- act (or not)

### Assertive Behaviour

If you act assertively, you will feel assertive, and will be seen as assertive.  
Assertive people will:

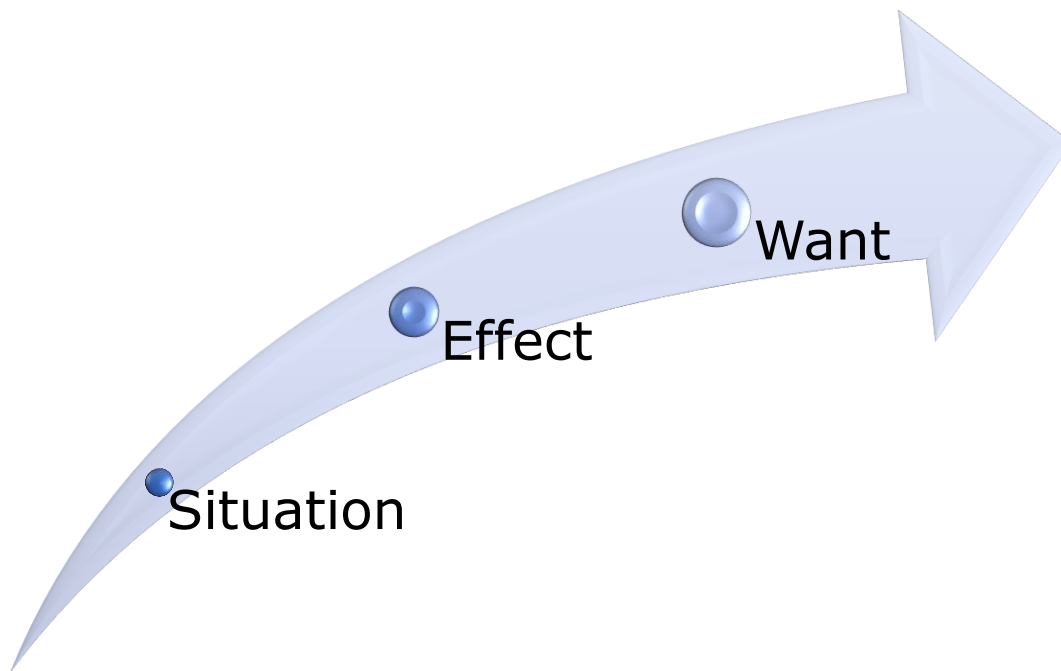
- Adopt a confident posture e.g. sit/stand straight
- Respect the other person's personal space
- Give the other person their full attention
- Make regular eye contact
- Listen and show they are listening by making listening noises (hmm, yes, ah-ha) or asking probing questions
- Have a clear, well-modulated and deliberate voice tone
- Speak at an even pace – not rushing or umming and ahing
- Use open arm/hand gestures
- Build rapport
- Match and mirror body language





## The SEW Model of Assertiveness

Here is a useful 3-step method for being assertive at work.



### Situation

- Be specific about the behaviour/situation that bothers you.
- Say "When you do X" or "When you say Y", or
- Say "I'm very busy at the moment".

### Effect

- Explain how the behaviour/situation makes you feel.
- Say "I feel that I have no choice" or "I feel it is unfair because...", or
- Say "If I do this, it will affect my work on..."

### Want

- State what you want to happen to improve things in the future.
- Say "I'd like you to discuss option with me instead" or "I'd like you to ask other people too", or
- Say "So I'd like to redirect some of my routine work to...", or "I'm happy to help if you extend my deadline for..."