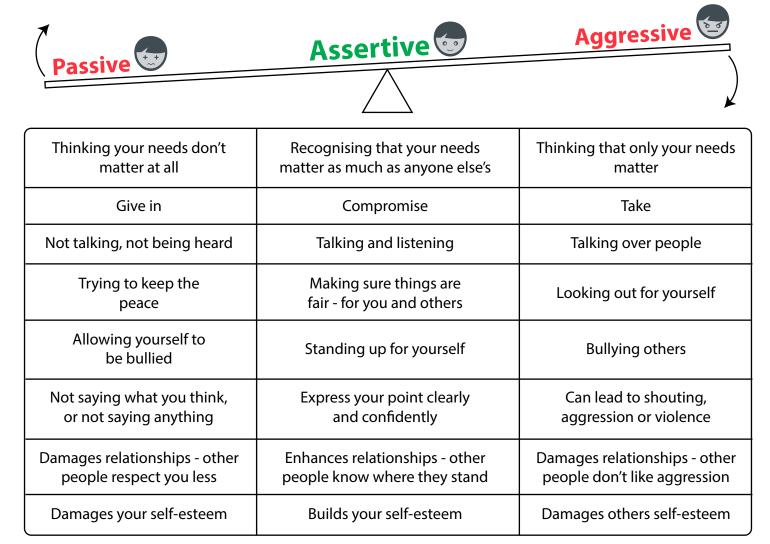
## **Assertive Communication**

Communicating assertively means clearly and calmly expressing what you want without either being too passive or too aggressive. Learning to communicate assertively doesn't guarantee you will have your needs met but it makes it more likely, and it can improve your relationships with other people.



#### Tips for communicating assertively

Use "I" statements

- Be clear and direct:
  - "I would like you to give me a refund"
- "I think what you have done is good, but I would like to see more of..."

## Describe how another person's behaviour makes you feel

• This makes other people aware of the consequences of their actions: "When you raise your voice it makes me scared ... I would like you to speak softly" "When you don't tell me what you are feeling it makes me confused"

# Stick to your guns – the broken record technique

• This involves thinking about what you want, preparing what you might say, then repeating it as necessary:

*"I would like a refund ... Yes, but I would still like a refund ... I've heard what you have said but I still want a refund"* 

## PSYCHOLOGY**TO@LS**®