

# Assertive communication

Remember that non verbal aspects of communication have a huge impact on the way that communication messages are received. Aspects such as tone of voice, eye contact, volume of speech, eye contact and stance (the way we stand) can all influence the way communication is perceived.

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## EMPATHIC ASSERTION



TRYING TO UNDERSTAND  
ANOTHER PERSON'S FEELINGS  
OR WANTS

## Examples:

I recognise that you have a different opinion to me on this. But, I feel...  
I appreciate that you don't like this but...



## NEGATIVE FEELING ASSERTION



DRAWING ATTENTION TO YOUR NEGATIVE  
FEELINGS IN A CONTROLLED, CALM  
MANNER

When you do this...It leads to...this makes  
me feel...I would prefer in the future if you  
did...

## Practice!



It can take a while to develop these skills but  
practicing, little and often can help. Use our  
practice sheet to record when you have  
practiced techniques and how it went. This can  
help you to make improvements next time.

## 4 steps:

- 1) describe the other persons behaviour calmly.
- 2) Describe the impact on yourself calmly
- 3) describe your feelings
- 4) say what you would prefer in the future

