

ASSERTIVENESS PRINCIPLES

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Assertiveness is an interactive skill set that keeps communication flowing and builds mutual respect.

Assertiveness is based 10% on verbal communication and 90% on non-verbal communication (tone of voice, fluency, eye contact, facial expression, posture, distance).

Assertiveness is comprised of how one initiates and how one responds:

Initiates	+	Responds
Direct communication		Active listening
Honest; congruent		Non-defensive
Take others' concerns and feelings into account		Don't personalize