



UnityPoint Health

Assertiveness: A Necessary Life Skill!

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Key Competencies Addressed

This session concentrates on building up true assertiveness and effective ways of dealing with conflicts, challenging personalities and situations in life-both personally and professionally.

- Positive communication skills (verbal and non-verbal)
- Self-confidence
- Develop key conflict resolution strategies
- Ability to deal effectively with difficult people and challenging situations

Components of Being Assertive

- **COGNITIVE-** Your mental processes
- **EMOTIONAL-** The level of your feelings, vocal tone and volume
- **VERBAL-** your spoken words
- **NONVERBAL-** body language, facial expression, eye contact, etc.



Cognitive: Self-Responsibility

I AM RESPONSIBLE FOR...

- My choices and actions
- My attitude
- My commitment to my job
- How I prioritize my time
- Building better relationships with others- giving and receiving of respect
- The level of my stress
- The quality of my communications
- Asking for the things I need and want

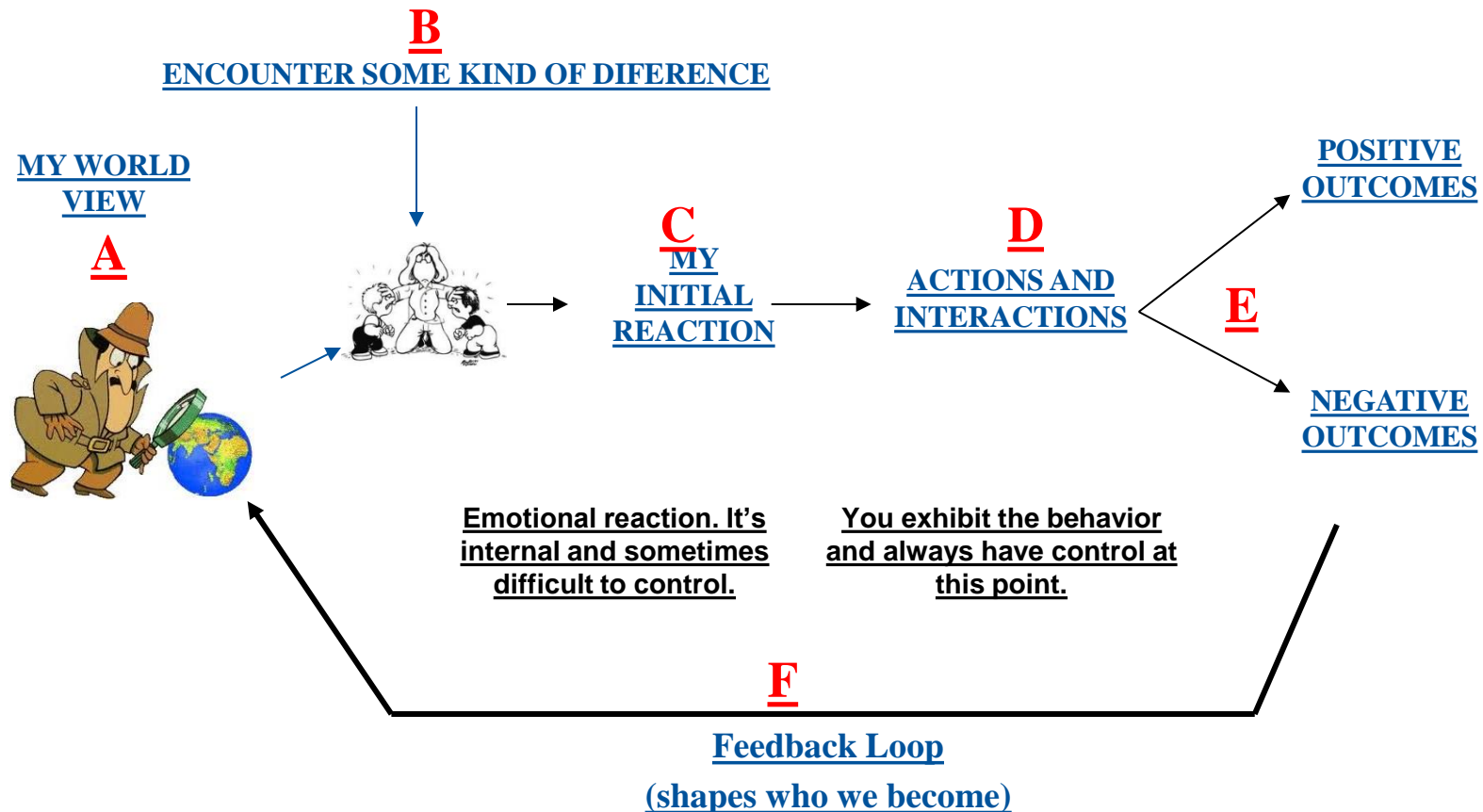


Cognitive: Building Healthy Relationships

- **Stop judging**
- **Everyone is on a journey**
- **Seek to understand people's reactions**
- **You have a choice in how you feel**
- **Focus on the needs of others**
- **Think about positive role models for assertive behaviors**
- **Practice stress management**
- **Show appreciation to others**



Importance of the Feedback Loop



EMOTIONAL: Understanding Definitions

Assertive

- I win – you win
- Takes action to get what is wanted without denying the rights of others
- Trusts & delegates
- Proactive & solution focused

Non-Assertive

- I lose – you win
- Ignores own rights
- Often manipulative
- Complains without action
- Avoids conflict
- Listens poorly
- Trusts little

Aggressive

- I win – you lose
- Ignores or abuses others' rights
- Complains & criticizes without facts
- Creates conflict
- Trusts little



Conflict Management Grid



7 Fundamental Conflict Strategies

- **Immediate Confrontation**
- **Perception Check**
- **Assertive Conversation**
- **Relationship Building**
- **Negotiate**
- **Depersonalize**
- **Disengage**



Emotional: Receive Feedback Well

- **Remember there are different viewpoints**
- **Give up being right**
- **Listen to understand: focus on the NEED being communicated**
- **Listen w/out being distracted**
- **Check your understanding**



Verbal: Creating I Statements

I want you
to.....by.....because.....(What,
when, why)

I don't want you to
.....because.....(what, when, why)

- **What= expectation of behavior**
- **When=explain when this happened or needs to happen**
- **Why= consequences**

- Consider time and place
- Provide immediately
- Be aware of body language
- Be specific!



Verbal

Avoid using:

- Sarcasm & labels
- “You”
- “But....” Or “Yes, but”
- “Everyone knows that...”
- Absolutes (always, never)
- “You have/need to...”, “
- “It’s a fact”, when it really your opinion



¿El kirchnerismo censurará al Dr. House?

Non-Verbal Assertiveness

- **Proximity**
- **Eye Contact**
- **Silence**
- **Gestures**
- **Posture**
- **Facial Expression**
- **Physical Contact**
- **Smell**
- **Appearance**



Summary of the Change Process

- **Observe your own behavior – keep track**
- **Concentrate on a specific situation**
- **Review your non-assertive responses**
- **Find a role model or mentor**
- **Practice new assertive behaviors**
- **Congratulate yourself**





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Thank you for joining me today!
Questions? I can be reached at:
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