Assertive Language consists of “I” Messages rather than “You” Messages.

**Assertion Formula**

When you’re delivering your message, be clear and direct. Avoid the term “you make,” and try to phrase your message in a way that is clear and concise. When you deliver your message, you can help ensure that the other person understands the message you are delivering.

**The Components of Assertive Statements**

1. Taking a Stand.
2. Asking for what you need or want; asking for help, information, advice, favors, clarification or justification.
3. Asserting Rights.
4. Expressing Your Feelings.
5. Affirming Yourself.

Example:

"I prefer... (you describe what you want)"

"I feel... (you describe your feelings)"

"The effects on... (you describe specifically as possible how the other person’s behavior contributed)"

When you... (you non-judgmentally describe some specific behavior of the other person)"

Many times it is important for you to let other people know what effects their behavior is having on you.

- Saying Good, positive things about yourself and about the things you do.
- Affirming Yourself.
- Expressing Your Feelings.
- Asserting Rights.
- Asking for what you need or want; asking for help, information, advice, favors, clarification or justification.
- Taking a Stand.
- Explaining Your Position.
- Saying What you believe in.
- Saying Yes, No, Assertively and Honestly.
- Stating Your Position on an Issue.
Feeling’s or ideas

In using “I” language, the speaker takes full responsibility for expressing her/his thoughts, needs, feelings, or ideas.

“I” language can be used for much of the assertive communication we do.

<table>
<thead>
<tr>
<th>May I please...</th>
<th>I feel...</th>
</tr>
</thead>
<tbody>
<tr>
<td>I did not like it when...</td>
<td>I want...</td>
</tr>
<tr>
<td>I liked it when...</td>
<td>I need...</td>
</tr>
<tr>
<td>I disagree...</td>
<td>I believe...</td>
</tr>
<tr>
<td>I’m interested to know...</td>
<td>I must...</td>
</tr>
<tr>
<td>I don’t like...</td>
<td>I do...</td>
</tr>
<tr>
<td>“I” language expressions begin with words like these:</td>
<td>“I” language expressions end with words like these:</td>
</tr>
</tbody>
</table>
Sometimes, the first part of Empathetic Assertion is the most effective way of dealing with people.

**Empathetic Assertion**

Because in any behavior, there are two parts:
- The first part shows that you recognize the other person’s wants, needs, beliefs, or feelings.
- The second part shows that you recognize the consequences of the other person's behavior.

**Consequences**

When you feel threatened, consider pruning to reallocate negative behavior.
When pushed to the limit of your tolerance or

**In what ways do you think I’m acting foolishly?**

Instead of accepting vague criticism, ask for clarification.

**ASK A QUESTION**

**What is the point here?**

Quickly deny the reference to your character or behavior.
**REDEFINE**

**I just doubt**

Regard your behavior in positive terms.
**REDEFINE**

**I’m not being nosy!**

Don’t accept someone’s negative label for your behavior.
**REDEFINE**

**There is no point here.**

Ignore the decimating comment completely.
**DISMISS**

**I don’t agree.**

Make the direct, straightforward statement.
**DISAGREE**

Repeat your main point, the object of assertion.
**PERSISTANCE**

These techniques of assertive communication may also be helpful:

No, you’re not allowed to spend the night at Pete’s house.

No, I do not wish to buy your product.

No, I’m sorry, I can’t work this weekend.

**Examples**

Some of monotonous tone of voice.

- I’m earning.
- I must insist that we drop the subject.
- How much money I make.
- I realize that other people may not mind saying these sentences, but I don’t want to say.
- I’d better not to say how much money I earn.

Frequency is effective to simply resist your assertion. This can be done when the other person repeats their assertion.

**Repeated Assertion**
"But remember, you also have a right to your own point of view."

"And yet we're short-handed and need you here at the office."

"But I won't be able to start them until I finish my shift."

"But I need help carrying in the groceries."

"But if you can just take on one more assignment, I think we can finish this project by the deadline."

"But if you don't stand in the line we can't serve you according to our policy."

"But I feel that it's important that we discuss this problem now."

Examples:

The second part of the "Empathetic Assertion" follows with your reasons, needs, feelings, or views:

"I feel that you have a right to your viewpoints on this subject."

"I realize that you want the day off to be with your family."

"I know you're in a hurry for these reports."

"I know you're really tired."

"I understand that you're already under a lot of stress and pressure."

"Yes, I understand that you're angry and don't feel like talking."

Examples: