

The logo for the B.C. Construction Industry Rehabilitation Plan is a circular emblem. It features a map of British Columbia in the center, with the letters 'B.T.C.' and 'C.L.R.A.' overlaid on it. The outer ring of the emblem contains the text 'B.C. CONSTRUCTION INDUSTRY' at the top and 'REHABILITATION PLAN' at the bottom.

Aggressive vs Assertive Communication

Vicky Waldron, MSc (Hons)

Definitions

“ **Assertive** behaviour is behaviour which enables a person to act in his own best interests, to *stand up* for himself without undue anxiety, to express his honest feeling *comfortably*, or to exercise his own rights *without* denying the rights of others ”

(Calberti & Emmons 1974)



Definitions

“**Aggressive** behaviour, is that which is forceful, hostile or attacking. It may occur either in *retaliation* or without provocation...in psychology and other social and behavioural sciences, aggression involves an *intention* to *cause* harm, even if only as a means to an end....”

(Almedia et al 2015)



Why Should I Care?



Boosts Self Esteem



Reduces Stress



Fosters Respect From
Others



Reduces Anger

Communication Styles



The Passive
Communicator



The Passive-Aggressive
Communicator



The Aggressive
Communicator



The Assertive
Communicator



Passive Communicators

Easy to get along with

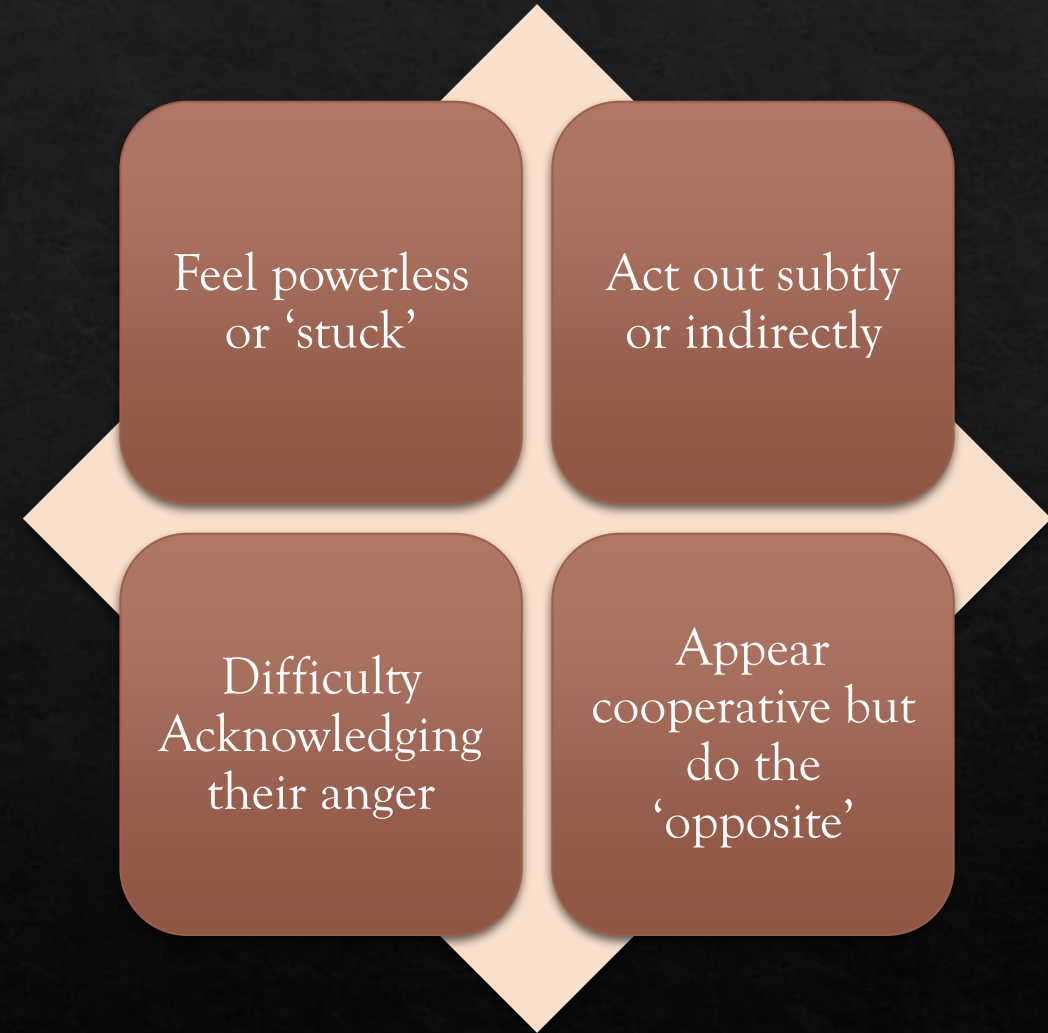
Don't often say "no"

Poor eye contact

Often feel: "people never consider my feelings"



Passive- Aggressive Communicators



Aggressive Communicators

Will blame, criticise & threaten

Loud demanding voice

Intense eye contact

Issues demands



Assertive Communicators

Are considerate of others' needs

Able to articulate own needs clearly

Aim for a 'win-win' scenario

Characteristically use "I" statements



Passive 😞	Assertive 😊	Aggressive 😡
Afraid to speak up	Speaks openly	Interrupts & 'talks over' others
Speaks softly	Uses a conversational tone	Speaks loudly
Avoids looking at people	Makes good eye contact, without staring	Glares and stares at others
Shows little or no expression	Shows expressions that match the message	Intimidates others with expressions
Slouches and withdraws	Relaxes and adopts an open posture and expressions	Stands rigidly, crosses arms, invades others' personal space
Isolates self from groups	Participates in groups	Controls groups
Agrees with others, <u>despite</u> feelings	Speaks to the point of discussion	<u>Only</u> considers own feelings, and or demands from others
Values self less than others	Values self <u>equal</u> to others	Values self <u>more</u> than others
Hurts self to avoid hurting others	Tries to hurt no one (including self)	Hurts others to avoid being hurt
Does not reach goals and may not know goals	Usually reaches goals <u>without</u> alienating others	Reaches goals but hurts others in the process

Strategies For Assertive Communication



Identify your
current
communication
style



Use “I”
statements



Practice saying
“no”



Rehearse what
you want to say



Use body
language to
convey a
message



From Aggressive to Assertive

Don't Dominate	Don't Dominate The Conversaton
Respect	Respect Others' Opinions
Diplomacy	Use Diplomacy
Language	Choose Assertive Not Aggressive Language
Demanding	Avoid Demanding Behaviour
Physical	Avoid Physical Contact!



Summary

Learning to be assertive may take time

Aggressive and Passive communication can lead to physical and psychological damage

It's possible to change your communication style

“I’m OK you’re OK”

