# Contents

# Introduction I

1 To be, or not to be? 3

Conditioning 3; Appropriate behaviour choice 4

2 Prepare to assert yourself 9

Tension control 11; Inner calm 12

**3 Positive thinking** 15

Self-awareness and self-esteem 16; Positive self-image 18; Positive language 20; Positive affirmations 22; Positive outcomes 25

4 Rights and wrongs 29

Everyone's basic rights 30

5 Now and then 35

How assertive are you? 35

#### vi Contents

#### 6 Now see hear 41

Listening 41; The art of small talk 43; Conflict resolution 46

#### 7 Body talk 51

Body language 51

## 8 Relationships 59

Matching 60; Mirroring 62; Why bother to match and mirror? 62; Relationships with relatives 63

## **9 Words and phrases** 69

Direct, assertive communication 69; Honesty 75; Spontaneity 77

#### **10 Power** 81

Confident delivery 81; Volume and intonation 82; Projection 85; Position and status 85

## **11 Yes and no** 91

Making and refusing requests 91; Broken record technique 93

## 12 Problem people 101

The irate 102; The stayer 103; The rabbit 104; Your boss 105; The critic 108

## 13 Tricky situations 115

Giving criticism 115; Compliments 117; Asking for a rise, promotion or career move 118; Being interviewed 120; Presentations 122; Meetings 124

#### Conclusion 131