

ASSERTIVENESS

Pocketbook

2nd Edition

A pocketful of tips, tools
and techniques for those who
want to set their own agendas
and take control of their lives

Max A. Eggert



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THE ASSERTIVENESS POCKETBOOK

2nd Edition

By Max A. Eggert

Drawings by Phil Hailstone

Dedication

This book is dedicated to my son, Max Charles, who, in spite of my influence, is very much his own man and, for one so young, has developed his own way of being assertive. Max, I'm proud of you.

Thanks to family, friends, clients and participants especially if I have been too assertive too often.

“Will appeal to anyone in human resources or management training. It is successful in keeping jargon to a minimum without loss of precision. The concepts are immediately relevant, and each page will offer you a new idea, a new skill or a new way to look at a situation.”

Louise Campbell, Associate Director, Human Resources, Societe Generale Australia Ltd.

“This pocketbook provides at a glance the skills required for a lifetime.”

Tracey Luscombe, Human Resource Manager, Manchester Unity Friendly Society in NSW.



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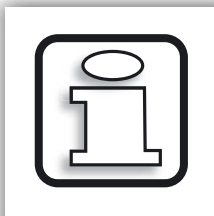


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INTRODUCTION

INTRODUCTION

DEFINITION OF ASSERTIVENESS



Assertive: (adj) confident and direct in dealing with others.
Collins Concise English Dictionary

Assertiveness is upholding one's own integrity and dignity whilst asking for what is legitimately yours and at the same time encouraging, recognising and respecting this behaviour in others.

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INCREASING POPULARITY

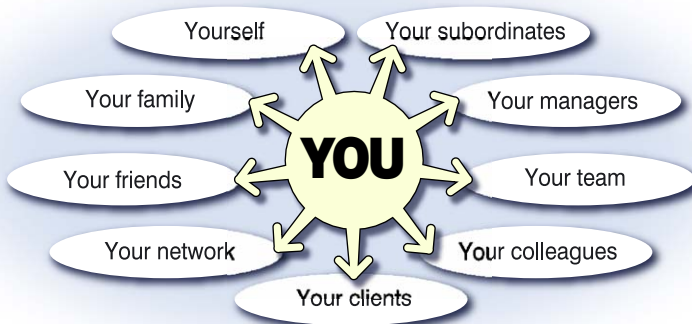


Assertiveness and the skills associated with it are increasing in popularity because:

- There has been an increase in individual freedom
- It empowers people who use it
- It encourages psychological health in those who use it
- In less hierarchical work structures, managing by rank alone is no longer effective
- More competition for resources makes it necessary for individuals to pursue their legitimate rights both at and outside work

INTRODUCTION

WITH WHOM CAN YOU BE ASSERTIVE?



In fact, assertiveness is useful for everyone when you think or feel that you have a legitimate right or that you are being taken advantage of.

INTRODUCTION



WHY ASSERTIVENESS NOW?

- Social and political hierarchies based on birth or caste are no longer successful within capitalist structures
- Successful enterprises are based on meritocracy and need everyone to achieve their best
- To be successful, society requires all to make a contribution - no one person is inherently better than another
- To speak one's mind and to reveal one's true position have been found to engender psychological health and improved relationships, for both individual and recipient
- At work the person doing the job is the one who can make the most significant contribution to improvements on the job and so they should have their say
- The political value and power behind the equality movement for gender, race, religion, colour and ethnic origin are now integrated into the culture of civilized countries
- The full fruition of democratic principles of individual freedom, and the equal rights of all within society, encourage all to pursue their rights and aims
- The New Age philosophy of individual empowerment and pursuit of personal excellence encourages people to be themselves and to express themselves

INTRODUCTION

WHEN TO USE ASSERTIVENESS

