

women of  
cardlytics

# Cardlytics

## June Signature Event

Catherine Chu & Nadine Carter

# Assertive Communication Skills for Career Success

**Presented by: Karla Brandau, CSP, RCC, CEO**  
*Brandau Power Institute*

# Part One

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# Passive, Assertive or Aggressive

How do you operate?



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# Assertiveness Defined

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- Behaving with confidence in who you are with the ability to state your opinion in a direct way.
- Not frightened to say what you want or believe.

**Assertiveness is a core business success communication skill.**



# Eliminate Fear

- You don't have to justify your opinions.
- You state your opinion. They choose to be upset or not.
- “Perfect” doesn't exist.
- You will make mistakes, but that is how you learn.

# Passive (The Puppet?)

- Lacks confidence in who they are.
- Has the inability to state opinions in a direct way.
- Are frightened to say what they want or believe.
- Accepts (allows) what happens or what others do to them without active response or resistance.
- Are submissive.
- Can be acquiescent or docile.
- Portrays the attitude, “I just don’t care.”

# Aggressive (The Bully?)

- Establishes their rights in a way that violates or ignores the rights of others.
- Gets their way at the expense of others.
- Confronts (attacks) as a predictive course of action.
- Puts people down.
- Makes others feel guilty.
- Comes across as superior to your incompetence.
- Can be hostile, belligerent, antagonistic or just plain pushy.



# “Not today you won’t.”

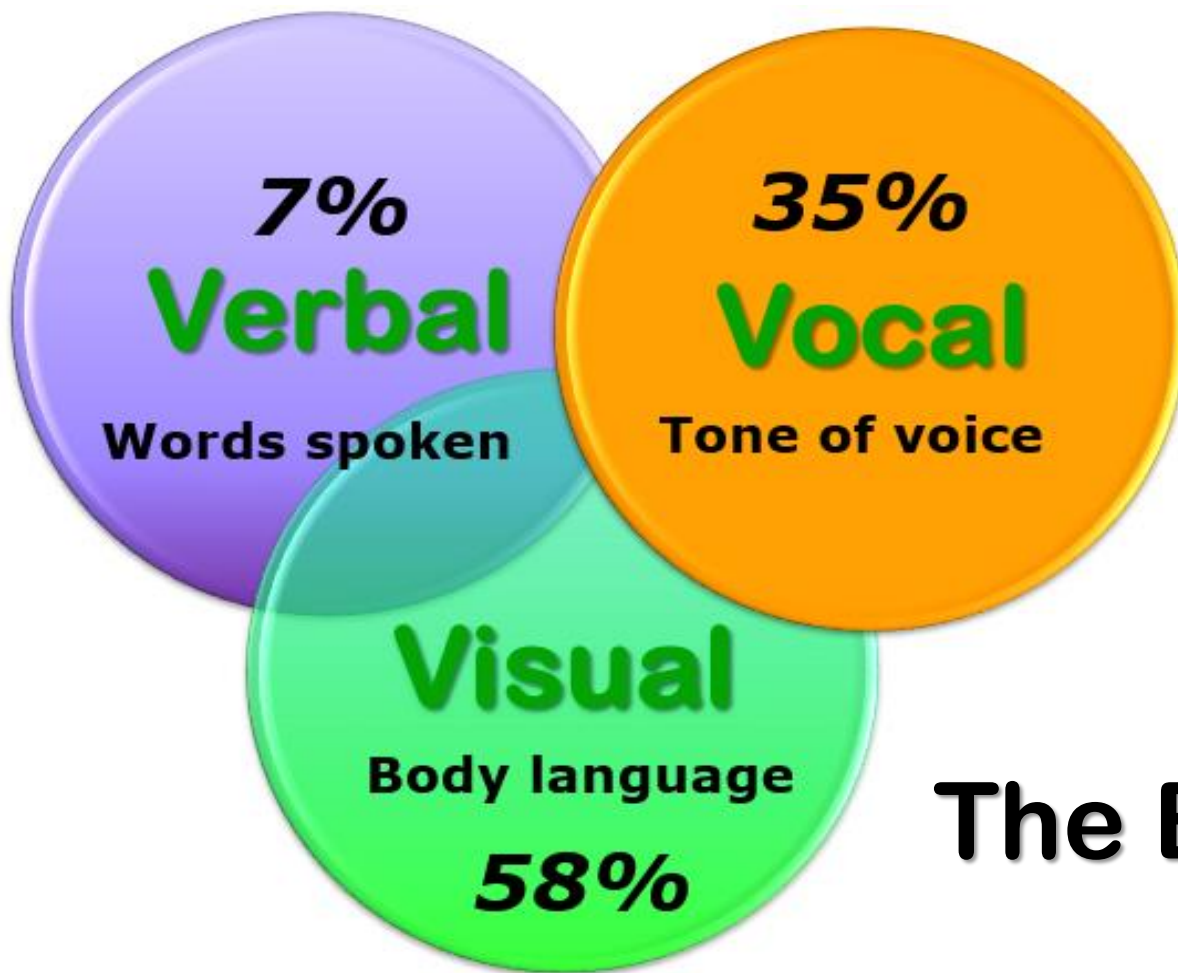


# **My Body Mirrors My Mind**



**Your body does not lie!**





**The EYES!**



**Can you see emotion in their eyes?**

# Instructions

1. Grab your masks! For this activity, please use the raise hand feature to volunteer and I will select at random.
2. In order for us to be able to see and hear you for this activity, we will make volunteers a Panelist and must turn on your camera and microphone.
3. As we make you a panelist, you will quickly be re-logged backed in – this may take a few seconds.
4. When removed from panelist, you will quickly be re-logged back in – this may take a few seconds.

**\*Volunteer must wear mask, have microphone and camera turned on\***





**Put your mask  
on and let your  
eyes express the  
emotion of Fear.**

**Let your eyes  
express the  
emotion of  
Apathy.**



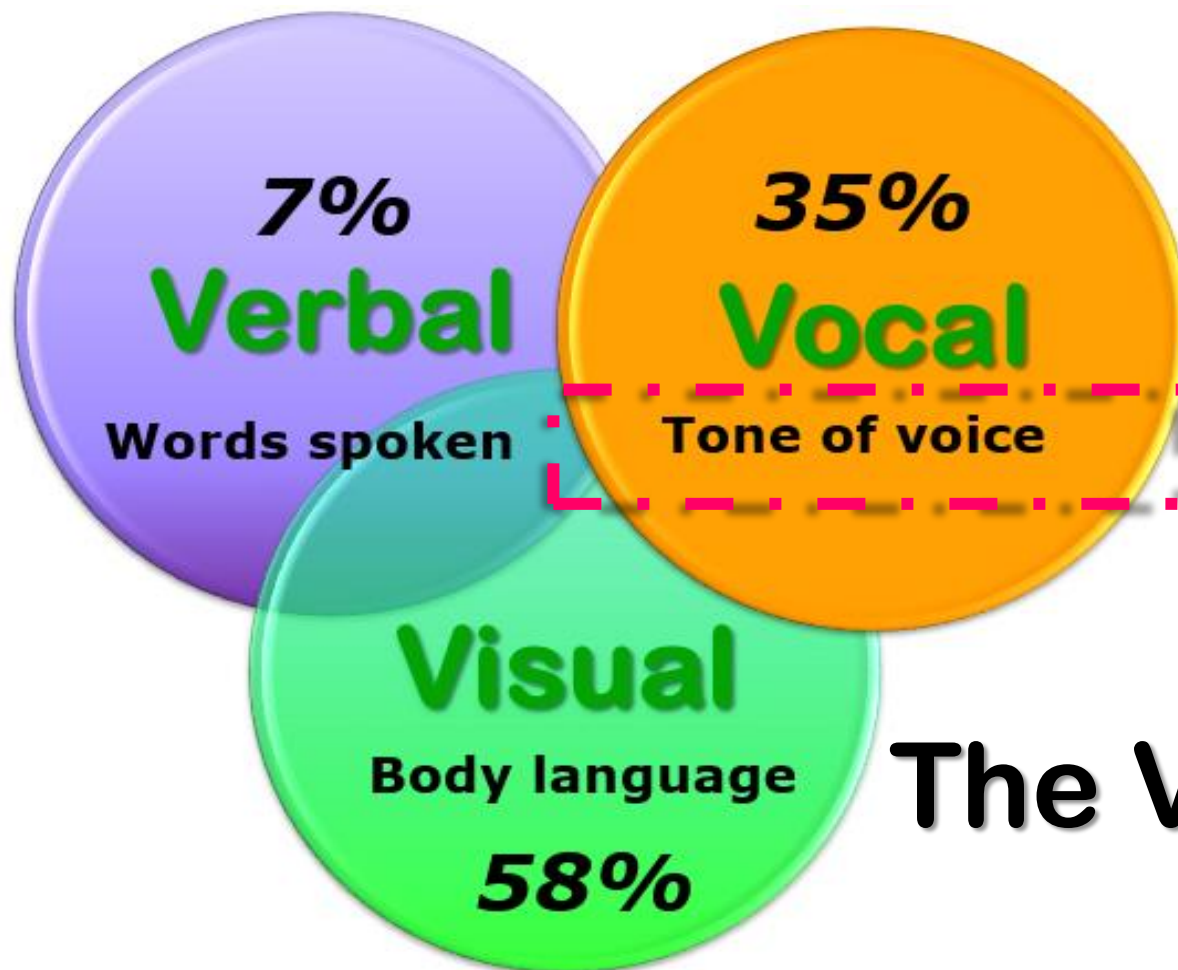




**Let your eyes  
express the  
emotion of Anger.**

**Let your eyes  
express the  
emotion of  
Excitement.**





**The VOICE!**

# Instructions

1. For this activity, please use the raise hand feature to volunteer and I will select at random.
2. In order for us to be able to see and hear you for this activity, we will make volunteers a *Panelist* and must turn on camera and microphone.
3. As we make you a panelist, you will quickly be re-logged backed in – this may take a few seconds.
4. When removed from panelist, you will quickly be re-logged back in – this may take a few seconds.

**\*Volunteer must have microphone and camera turned on\***

# Congruency

Say the statement below but send an **opposite** vocal message:

**“I’m so happy. This is the best day ever.”**

# Congruency

Say the statement below but send an **opposite** vocal message:

**“Sure, I don’t mind if you borrow that.”**

# Congruency

Say the statement below but send an **opposite** vocal message:

**“No, I am not mad! What gave you that idea?”**

# Congruency

Say the statement below but send an **opposite** vocal message:

**“I’m so depressed.”**



***How may I help you?***

Say it in a **FEARFUL**  
tone of voice.

(You are fearful they will ask you to do something you don't want to do or that will be hard to produce.)

***How may I help you?***

Say it with an **ANGRY**  
tone of voice.

(I don't want to help you and I will  
probably say no after I hear what  
you want!)

# *How may I help you?*

Say it with an **APATHETIC**  
tone of voice.

(You can ask, but I really don't care if I  
help you or not.)

***How may I help you?***

Say it with an **Excited**  
tone of voice.

(I'll be so glad to help you.)

**“I’ll be GLAD  
to help you!  
May we talk  
about the  
parameters  
and what I  
need to do?”**



# Part Two

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**Think before you make  
an aggressive comment.**

# Ditch the Aggressive. Others will:

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Argue

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Become defensive – defend themselves

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Become passive-aggressive – turn in work late

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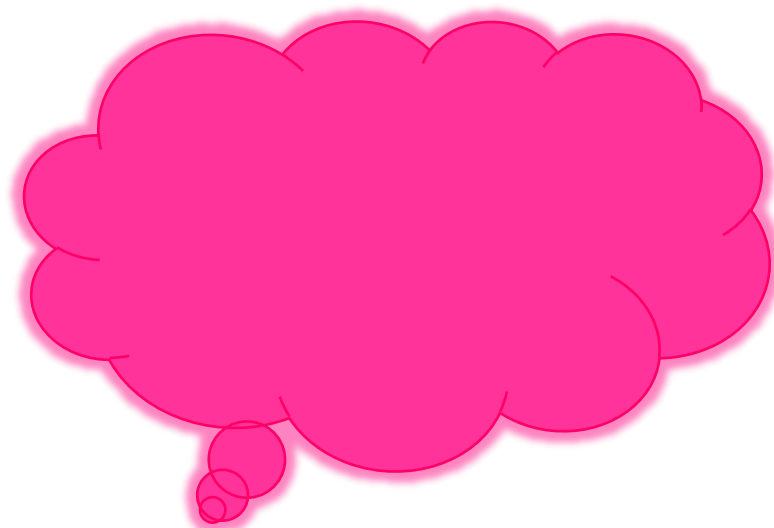
Go into Turtle mode – stop contributing

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Sharpen their resumes



**Put in chat box aggressive phrases you have used or you have heard that didn't work well.**



# **Reality? We use all three styles, depending on the circumstances**

- How do you act when you're in charge?
- How do you act when you don't have a stake in the game?
- How do you act when you are passionate about an issue?

# **Great Managers Choose ASSERTIVE Conversations to Reduce and De-escalate Conflict**

# Assertive Managers State Their Viewpoint So Others Will Listen

Review personality styles

PREP your viewpoint

Minimize emotions

# Assertive Managers Understand The Four Basic Personality Groups

**D** Assertive  
Achiever

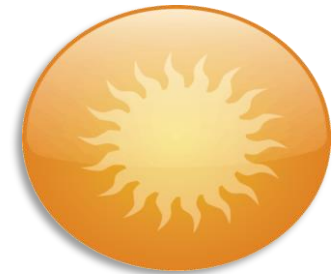
Dominant,  
Powerful and  
Productive



**Producers**

**I** Enthusiastic  
Energizer

Social,  
Expressive  
and Fun-loving



**Promoters**

**C** Tenacious  
Thinker

Contributing,  
Connected and  
Organized



**Planners**

**S** Moderate  
Mediator

Steady,  
Peaceful and  
Cooperative



**Peacekeepers**



**P**

**What is your point of view?**

**R**

**What are the reasons for your point of view?**

**E**

**What evidence or examples will illustrate your point of view?**

**P**

**When you restate your point of view, what action do you want the person to take?**

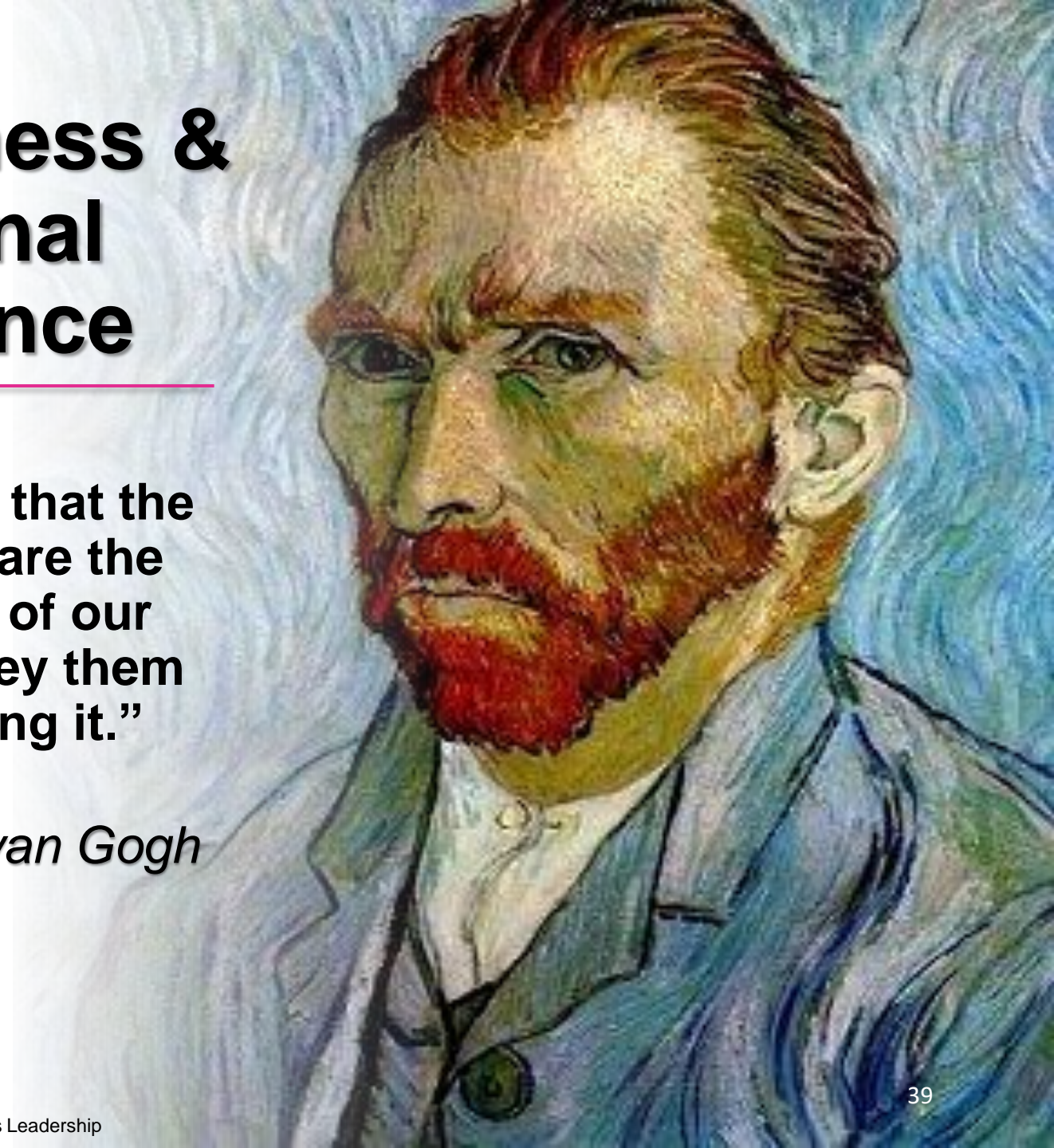


# Assertiveness & Emotional Intelligence

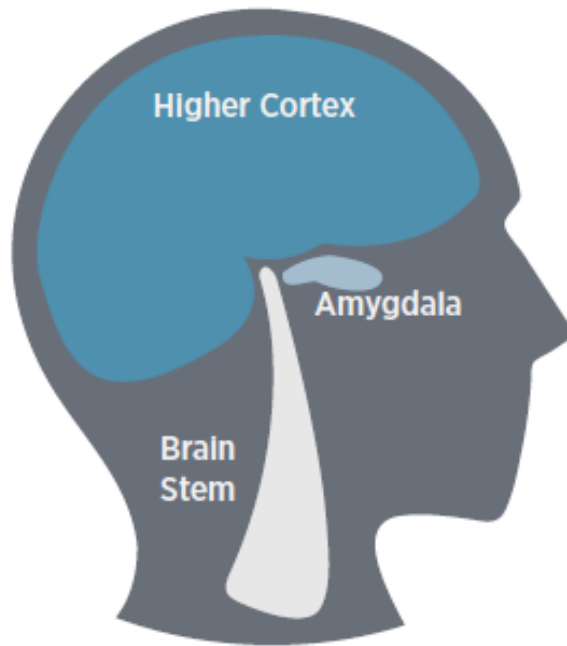
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**“Let’s not forget that the little emotions are the great captains of our lives and we obey them without realizing it.”**

*- Vincent van Gogh*

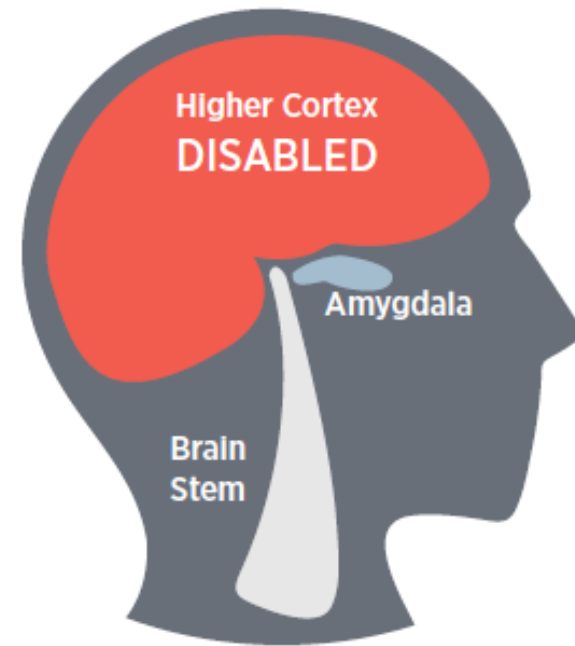


# Emotions disable the thinking part of your brain.



**LOW Emotion**  
(Calm, Relaxed)

*Images used under licensing agreement with Dr. Izzy Justice*



**HIGH Emotion**  
(Anger, Fear, Excitement, Love,  
Hate, Disgust, Frustration)



# Emotions Leak Out

- Emotions color the conversation
- Unexpressed or suppressed emotions make it hard to think and to listen
- Feelings have root causes
- Complex feelings need to be unbundled



**Focus on  
Emotional Self-  
awareness,  
Assertiveness,  
and Impulse  
Control.**





# The Albert Ellis Model

(Rational Emotive Behavior Therapy)



Plus



Equals



**B**eliefs

**E**xpectations

**P**ast Experiences

**DISC | DF | EQ**

# Cognitive Choices

**Pure Emotion** →



## Good Emotional Intelligence:

- Self-Regulation of Emotion
- Social Regulation of Emotion

## Poor Emotional Intelligence:

- Outbursts
- Making statements you later regret

# Benefits of Being Assertive

- Boosts self esteem (*You respect yourself*)
- Gains others respect (*By showing them respect*)
- Reduces stress (*You have better health*)
- Prevents:
  - Resentment
  - Seething anger
  - Feelings of victimization
  - Desire to exact revenge

# Assertive Delivery

**Cool & calm**

**Sublimate anger:**

- Mental: “It doesn’t matter here & now.”, “I’ll get angry later”
- Physical: Draw lines, Drink hot tea, Breathe deeply

**Well modulated tone (Not too many upglides)**

**Lower registers of your voice**

**Direct eye contact**

**Level Chin**

**Put in chat box assertive phrases that you have heard or have worked for you.**



# Part Three

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# Communications: Men are from Mars and Women are from Venus

- Believe in yourself
- Know your point of view
- Understand your contribution
- Refrain from apologizing
- Be assertive
- **BE DIRECT, BE BRIEF, AND BE GONE**
  - May need to use the broken record technique
  - Can use folded arms

THE TIMELESS INTERNATIONAL BESTSELLER



**MEN ARE  
FROM MARS,**  
*Women Are  
from Venus*

THE CLASSIC GUIDE TO  
UNDERSTANDING THE OPPOSITE SEX

**JOHN GRAY, Ph.D.**



# Examples of using power words:

“I’m **proposing** (not “sharing”) an idea that will make our process more efficient.”

“I’m **suggesting** (not “sharing”) a new logo that better conveys our brand message.”

“I’m **recommending** (not “sharing”) a campaign to make our workplace more diverse.”

# The Finesse of “No”

## **1. Let them know you care and are interested in helping them meet their request/need.**

“Your request is very important to me.” “I realize this is very important and I want to help you with this.”

## **2. Summarize their concern to assure a clear understanding.**

“In other words, your concern is that...” “Let me understand, what you need is...”

## **3. Explain the reason why you cannot meet their request/need.**


“This is outside the scope of our capabilities.” “We don’t have available staff to do that today.”

## **4. Explain any action you or they can take. Focus on a positive action that shows your willingness to help.**

“We will be able to complete the project by the day after tomorrow. Will that work for you?”

“We could refer you to another source who could meet your requirement.”

## **5. Finalize in writing, when appropriate.**



# Don't sound **PASSIVE** when saying “No”

I'm so, so sorry ...

I don't think I can do this ... ”

“Maybe”

“Possibly”

“I think”

“Just”

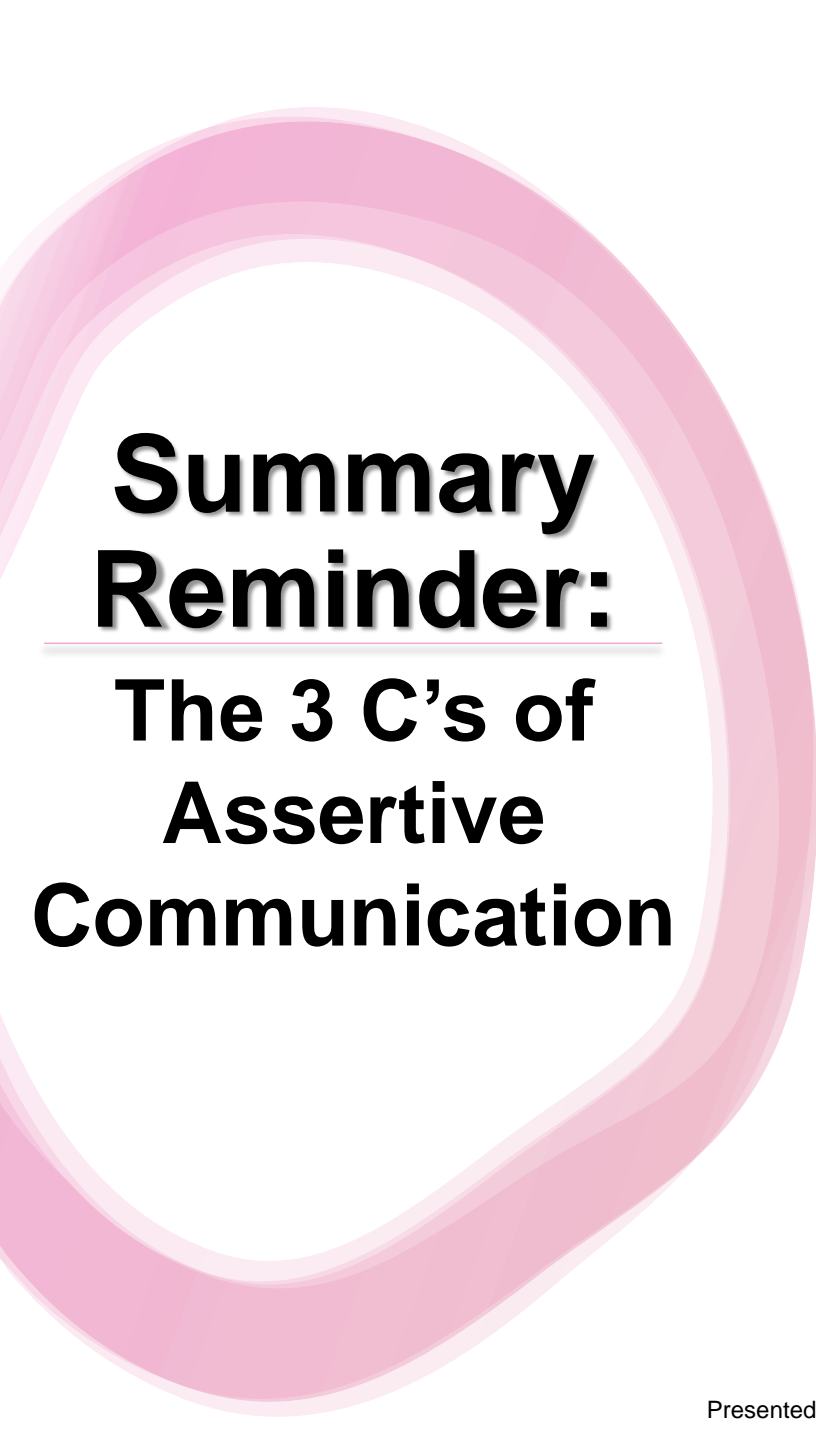
“But”

# Neutralize Criticism

- Put on your armor
- Filter out debris
- Ask questions
- Diffuse and disarm them
- Redirect

# Handling Criticism Strategy

- It is their perspective: Seek to understand it (Ask questions)
- If has validity: Recognize it
- If is off course: Help them see your viewpoint
- What can you agree on?
- What is the overall goal?
- What corrective action will you take (if appropriate)
- Is there an action they can take?



# Summary Reminder:

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## The 3 C's of Assertive Communication

- **Confidence** – you believe in your ability to handle a situation.
- **Clear** – the message you have is clear and easy to understand.
- **Controlled** – you deliver information in a calm and controlled manner.

# I Commit to Action

**Poll:** Which 2 of these techniques will you apply?



## **Poll 1: When I envision myself being more assertive, I will:**

- a. Prepare what I want to say
- b. Use a firm tone of voice
- c. Ensure I don't end my sentence in an upward tone of voice
- d. Pop off with any opinion that pops into my head
- e. C. all three – a, b, and c

## **Poll 2: Now that I understand assertiveness, which of the actives will you improve:**

- a. Prepare what I want to say
- b. Use a firm tone of voice
- c. Ensure I don't end my sentence in an upward tone of voice
- d. Pop off with any opinion that pops into my head
- e. C. all three – a, b, and c

A photograph of a woman in a red sweater raising her hand in a classroom or meeting. The background is blurred, showing other people. The text 'QUESTIONS?' is overlaid on the left side of the image.

# QUESTIONS?



PROGRESSIVE  
**WOMEN'S LEADERSHIP**

Thank you for  
your participation!

