

**Sue Heins**

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**Sent:** Wednesday, 5 March 2008 9:47 PM  
**To:** Brenda Eckstein International  
**Subject:** BEI - Newsletter - March 6 2008

**Brenda Eckstein International****Leadership Development, Training and Strategic Planning****March 6, 2008**

**Welcome to the sixth of our new-styled newsletters.  
The theme is 'how to be assertive'.**

Are you self-assured and able to confidently state what you want without feeling guilty? Assertiveness training can help you to get what you want, feel good about it and maintain positive relationships.

During 'groupwork' in our training sessions, participants have helped to consolidate and refine our information on how to be assertive while minimising aggression. Here is our updated list.

**Ten Tips to help you become more Assertive****1. Know the difference between assertiveness and aggression**

- a. Assertiveness focuses on the problem.
- b. Aggression focuses on the person frustrating your needs.

**2. So what is – or isn't – assertiveness?**

- a. Assertiveness is truthful, open, non-judgemental communication in which you express your known needs.
- b. Assertiveness does not mean always saying what is on your mind regardless of whom you hurt.
- c. Assertive people feel good about themselves, act appropriately and take responsibility.

### **3. Your message**

- a. Know what you want.
- b. Structure your message – being specific about what you want.
- c. Where appropriate describe the consequences if the goal is not achieved.
- d. Make your point without becoming involved in side issues.
- e. Use as few words as possible – avoid going into lengthy explanations or giving long lists of excuses.

### **4. How you deliver your message**

- a. Speak in the first person.
- b. State what you want clearly.
- c. Avoid hesitancy.
- d. Maintain a well-balanced erect and relaxed posture.
- e. Use appropriate eye contact, without staring.

### **5. Your feelings and behaviour**

- a. Don't 'bottle up' feelings. Express your feelings candidly and clearly – so the other person knows where you stand.
- b. Stay calm and relaxed – don't get hooked into an emotional response. Don't lose control.
- c. Don't be afraid of taking reasonable risks.

### **6. Give and take**

- a. Give and take fair criticism.
- b. Express your case with conviction, but do not neglect the position of the other person.
- c. Be prepared to listen and be influenced.
- d. Concede any reasonable points but disagree with issues you find unacceptable.
- e. Learn to say 'no' without feeling guilty.
- f. Do not begin a refusal with an apology. Say 'no' firmly and keep your explanation short and clear.
- g. When you are being assertive, if the other person is angry, it is their problem – they have to deal with it, not you.
- h. Assertiveness does not mean that you'll always get your own way.

### **7. The process**

- a. Don't look for new ways of arguing.
- b. Use the 'broken record technique'. Simply repeat what you believe, decide or intend

doing (and keep repeating it). This way you avoid being manipulated and side-tracked.

### 8. Example

- a. Describe the situation, what is happening now. For example, 'This letter has three typing errors.'
- b. Express your true feelings, your likes and dislikes speaking in the first person. For example, 'I am really upset that the letter was sent out with three mistakes'. It makes your wishes and expectations clear without putting the other person on the defensive.

### 9. Positive action

Try using the WIBI technique – it works!

**W** hen you.....(what is the person doing that annoys you or is unacceptable to you?)

**I** feel .....(e.g. angry, frustrated)

**B** ecause .....(reason)

**I** would prefer..(what would you prefer them to do?)

### 10. Practise so you enhance your assertiveness skills

If you'd like more information on the above or any other training we present, please contact [eckstein@mweb.co.za](mailto:eckstein@mweb.co.za) or phone +27 (0)82 4993311.

## News from Brenda Eckstein International

Our 'number one' best seller remains 'How to get your point across'. Gaining in popularity are the two new courses, 'Promote Yourself', a one-day course for South African women and 'Sustainable Customer Service Strategy' presented in conjunction with 'Leverage and Growth'.

Public presentations during April, May and June 2008:

Most of our courses are "in house" for businesses, organisations or government. However, we regularly present 'public' training sessions.

Date	Title	City
Thursday April 3, 2008	'How to get your point across'	Sydney, Australia
Friday April 4, 2008	'Apples, Brasso and Barnacles'	Sydney, Australia
Friday	'How to get your point across'	Ladysmith, South Africa

April 10, 2008		
Wednesday		
April 16, 2008	'Sustainable Customer Service Strategy'	Pietermaritzburg, South Africa
Tuesday		
April 22, 2008	'How to get your point across'	Pietermaritzburg, South Africa
Tuesday		
May 6, 2008	'Promote Yourself'	Pietermaritzburg, South Africa
Monday		
May 12, 2008	'Promote Yourself'	Pretoria, South Africa
Wednesday		
June 4, 2008	'How to get your point across'	Pietermaritzburg, South Africa

For further information on any of the above, please contact [info@bei.co.za](mailto:info@bei.co.za).

## Participation

As the theme of this newsletter is 'how to be assertive' (rather than becoming aggressive), if you have a relevant story you'd like to share, please e-mail [eckstein@mweb.co.za](mailto:eckstein@mweb.co.za)

## Useful websites

Brenda Eckstein International	<a href="http://www.bei.co.za">www.bei.co.za</a>
'Networking Tactics' EYES Publishing	<a href="http://www.eyespublishing.com">www.eyespublishing.com</a>

I hope you have enjoyed reading this newsletter. If you are interested in further information regarding our courses or becoming a licensee for 'Networking Tactics' training, please contact [eckstein@mweb.co.za](mailto:eckstein@mweb.co.za) Thank you!

Please click here <http://www.bei.co.za/default.asp?nc=9032&id=151>. to view previous editions.

Happy networking!



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