

FOUR STYLES OF BEHAVIOUR & COMMUNICATION

win - win	Assertive	<ul style="list-style-type: none">• "I respect you and expect you to respect me".• Evaluates situation and takes action.• Communication, negotiation, understands and be understood.
lose - win	Passive	<ul style="list-style-type: none">• "I don't matter as much as you".• Flees and gives in.• Appeases others and avoids conflict.
win - lose	Aggressive	<ul style="list-style-type: none">• "What I want is more important that what you want".• Rebels and attacks.• Humiliates and overpowers others to win.
lose - lose	Passive Aggressive	<ul style="list-style-type: none">• "I won't tell you what I think but you have to behave as if I am more important than you".• Wins by being seen as non-competitive.

TIPS TO COMMUNICATE MORE ASSERTIVELY

- Express needs and wants with confidence
- Take ownership by using "I" statement → "I feel frustrated when you don't respond to my questions because it makes me feel unimportant"
- Maintain comfortable eye contact
- Listen when the other person is speaking
- Learn how to say "no"