



Being Confident and Assertive

Self-confidence is a belief in oneself, one's abilities, or one's judgment. It is freedom from doubt. When you believe you can change things -- or make a difference in a situation, you are much more likely to succeed.

An assertive person is confident and direct in dealing with others. Assertive communications promote fairness and equality in human interactions, based on a positive sense of respect for self and others. It is the direct communication of a person's needs, wants, and opinions without punishing, threatening, or putting down another person.

So what could we do to build confidence and be more assertive? Both attributes are paramount in achieving our goals, so here are some tips:

TO BE CONFIDENT:

- **Recognize your strengths:** Remember we all have weaknesses – identifying yours can help you overcome them
- **Identify your worth:** YOU are in charge of your own destiny
- **Be positive and use positive self-talk:** Negative thinking is an obstacle – and can lead to pessimism, anxiety and depression
- **Look the part:** Dress for success – it builds confidence. And first impressions do mean a lot!
- **Speak Up – LITERALLY!** It's not just what you say, it's HOW you say it. Speak clearly, calmly and at a reasonable level. It's all in the delivery.

TO BE ASSERTIVE:

- **Have strong communication skills:** Being assertive helps us in attaining our personal and professional goals.
- **Stand up for your rights:** Without violating the rights of others or being overly fearful in the process.
- **Express positive and negative feelings:** And think about the delivery!
- **Be a good listener:** Hearing and listening aren't the same! Take the time to actively listen. Listening will enable us to learn, understand – and show respect for others.
- **Ask questions – there are no stupid ones!**
- **Body Language:** Is a form of communication and provide cues to others.

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