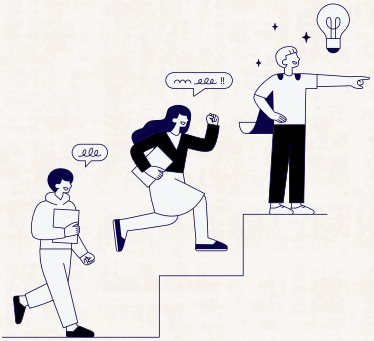


How To Become An Assertive Leader



Attributes Of An Assertive Leader



Someone who displays assertive attributes and uses both warmth and competence to manage conflict and build long-lasting positive relationships.

Warmth:

- Open body language
- Smiling
- Steady eye contact
- Asking questions
- Active listening
- Respect

Competence:

- Being in control
- Confidence
- Directness
- Clear communication
- Calm under pressure
- Determined

The Four Modes of Behaviour

• Warm

Being supporting, open, positive, empathetic, constructing and engaging.

• Cold

Being suspicious, detached, and not focused on people or relationships.

• Competent

Being challenging, in control, confident, strong, authoritative and direct.

• Submissive

Subduing your own thoughts or actions for something or someone else.



How To Become an Assertive Leader

- **Communicate** with clarity, confidence, and purpose.
- **Develop** the ability to make decisions promptly.
- **Take** full ownership and accountability for your decisions and actions.
- **Demonstrate** empathy and provide support to your team.
- **Make** tough decisions when necessary and embrace calculated risk-taking.
- **Enable** your team to explore new ideas and push the boundaries.

How To Handle Conflict

Aggressive: Dominant and Cold behaviour

- Match your dominance levels
- Use body language to increase dominance
- Demonstrate assertive behaviour
- Ask open questions

Avoiding: Cold and Submissive behaviour

- Lower dominance and increase warmth.
- Ask open questions
- Soften your body language and intonation.
- Smile.

Appeasing: Warm and Submissive behaviour

- Stay focused to keep them on track.
- Ask open question
- Ask to summarize.
- Use their name often.



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