



BECOMING ASSERTIVE

WHY WE SHOULD STRIVE TO BE ASSERTIVE

Developing an assertive communication style is of great benefit at the front desk. Being assertive is the middle ground between passive and aggressive in your communications and your overall demeanour. **Assertiveness actually means that you are being balanced by taking into consideration what is good for you and others.** And that is exactly how the FDC can achieve the balance between our two main practice objectives - 1) to be financially successful and profitable, and 2) to deliver an exceptional level of care and service.

All the verbal skills in this module and through out the Front Desk modules are assertive. They need to be in order to help you achieve the goals, fulfil your responsibilities and the expectations of your role. Aggressive or passive conduct can lead to conflict and unsatisfactory outcomes so our goal in your front desk training is **help you find the middle ground - the harmony, positivity and balance between the extremes.**



PASSIVE

my needs don't matter

gives in

tries to keep the peace

isn't heard

doesn't speak up

doesn't offer feedback

not respected

low self esteem



PASSIVE -
AGGRESSIVE

resentful of other's needs

appears cooperative

sarcastic, disruptive

mutters under breath

denies problems

sabotages

alienated from others

feels weak and powerless



AGGRESSIVE

only my needs matter

takers

looks out for #1

talks over others

shouts, violent

do it my way

dominates

damages relationships

ASSERTIVE IS POSITIVE!



The word assertive sounds negative doesn't it? It sounds forceful and domineering. What being assertive is really about, is **clarity and confidence** in a way that **respects** others' feelings and needs. When you're assertive people know what you stand for, what your feelings and opinions are and they know that you have considered theirs too. **At the front desk, people who are assertive are seen as competent, respectful and calmly in control.** You are able to successfully meet the needs of the patient, the practice and your role in harmony.

- respectful of the rights of others
- advocate for self but doesn't violate others
- feels connected to others
- communicate clearly, respectfully and appropriately
- listens well without interrupting
- speaks in a calm and clear tone
- relaxed body posture
- feels competent and in control
- doesn't allow abuse or manipulation
- creates a respectful environment for all
- enables others to grow and develop
- addresses issues maturely as they arise
- balances policy with caring
- healthy style of communication and living



I am 100% responsible for my own happiness

I can't control others but I can control myself

We are equally entitled to express our opinions respectfully

I speak clearly, honestly and to the point

I have a job to do and I do it sincerely and effectively



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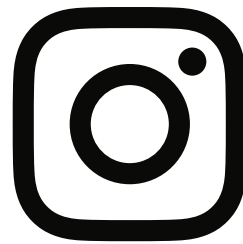
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