

BASIC INFLUENCING STYLES

	ASSERTIVE	AGGRESSIVE	NON-ASSERTIVE
	Asking clearly for what you want without putting yourself or the other person down in any way.	Demanding what you want with little or no concern for the other person.	Reluctance to ask clearly for what you want.
THOUGHTS	We are both right from our different viewpoints. I can get what I want. I don't have to be in control. All feelings are important - mine and others. I'm not out to get anybody. I can say what I feel. People don't have to change, but I can ask them to make specific changes.	I am right/you are wrong. I must get what I want. I must be in control. Other people's feelings are not important. I'm out to get somebody, before they get me. I am getting my own back. People must change/be different.	I am wrong. I'll never get what I want. I'm not in control. I must take care of other people's feelings. Somebody is out to get me. I'll get my own back (some day) I can't change.
FEELINGS	Confidence, together with specific use of all other feelings.	Arrogance, together with non-specific use of anger, indignation, self-righteousness, irritation, cynicism, sarcasm, etc.	Lack of confidence, together with recurring feelings such as: Depression, Helplessness, Fear, Anxiety, Hurt, Guilt, Embarrassment, Shame, Inadequacy.
BEHAVIOURS	Direct, open, steady but not staring eye-contact, grounded, relaxed, firm clearer voice, expressing all feelings as appropriate, including self-doubt and anger.	Glaring, severe eye-contact, clenched fists, put-downs, judgmental, sarcastic, threats, accusations, clipped, interrupting, looking down, relentlessly demanding.	Downcast, slumped, avoiding, eye-contact, round shoulders, pleading, apologetic, nervous gestures. Hesitant, giggly, moaning, rambling, procrastination, dumb insolence, manipulation, compromising.
	"I think ..." "I feel" "I want" Moving towards.	"You must" "There is no alternative ..." Moving against.	"I wonder if" "You'll probably think I'm silly, but" Moving away.