



Why People Have Difficulty Being Assertive

1. Fear of being disliked, rejected, or abandoned.
2. Catastrophizing: Expecting the worse of all outcomes.
3. Setting rigid requirements: Deciding to be assertive only in certain, often extreme, circumstances as “Only when I’m absolutely flat on my back will I ask for help.”
4. Devaluing self: Deciding one’s need unimportant.
5. Unaware of options: Not realizing there are other ways to be.
6. Fearing arguing: Worrying that assertion will end in argument.
7. Being unskilled: Making unskilled inappropriate comments.
8. Playing helpless: Getting secondary rewards from being taken care of.
9. Worrying about hurting the other person.
10. Fearing one might be a bottomless well of anger: A volcano.
11. Fearing getting turned down: Asking but not getting what you want.
12. Fearing getting what you want and then feeling guilty.
13. Putting out the energy to act: It is easier to be passive than change or act.

Assertive Bill of Rights

1. To be treated with respect
2. To express own feelings and opinions
3. To be listened to and taken seriously
4. To set priorities

5. To ask for what one wants
6. To get what one pays for
7. To ask information from other professionals
8. To make mistakes
9. To change one's mind
10. To be illogical