

Assertiveness



There are three types style of respond

1. Passive behavior.

2. Aggressive behavior.

3. Assertive behavior

The skills needed for assertive communication


- 1- Initiate & maintain conversations.**
- 2- Encouraging assertive in others**
- 3- Responding appropriately to criticism.**
- 4- Giving negative feedback acceptably.**

The skills needed for assertive communication


- 5- Expressing appreciation or pleasure.**
- 6- Making requests.**
- 7- Setting limits or refusing requests.**
- 8- Conveying confidence both verbally and non-verbally.**
- 9- Expressing opinions and feeling appropriately.**

How can you distinguish assertive pharmacists from passive ones?

Passive pharmacists seem to hide behind the counter, give prescriptions to clerks to hand to patients, and generally avoid interaction with patients unless asked specific question. In this way, passive pharmacists are able to avoid the potential conflicts inherent in dealing with people and are able to hide their own feelings of insecurity and fears about being incompetent.



While a passive approach may arise out of a feeling of time pressure, passive pharmacists make no attempt to find alternative ways of providing better patient care, such as giving patients well-developed medication leaflets and calling them during slower hours to discuss key points and assess problems.



Instead, passive pharmacists deal with things as they come and take the path of least resistance in providing minimal levels of pharmacy service. Assertive pharmacists come out from behind counters, introduce themselves to patients, provide information on medication, and assess the patient's use of medications and problems with therapy.

Assertiveness techniques

1- Providing feedback: when you choose to convey negative feedback to others, use techniques to make the communication less threatening.

2- Setting limits: Being assertive in setting limits means that you take responsibility for the decisions you make on how to spend personal resources without feeling resentful toward other for making requests.

3- Making requests: Asking for what you want from others in direct manner is also necessary in healthy relationships.

4- Being persistent: When you have set limits or said "No" people will try to coax you into changing your mind. If you continue to repeat your decision calmly, you can be assertive without becoming aggressive and without giving in.

5- Reframing: Frames are cognitive shortcuts that people use to help make sense of complex information.

6- Ignoring provocation:

Interpersonal conflict may elicit several of trying to "win" by attempting humiliate or intimidate others.

7- Respond to criticism: It is particularly devastating because we typically hold two common irrational beliefs:


- **We must be loved or approved of virtually everyone we know.**
- **We must be completely competent in everything we do and never make mistakes.**

Criteria for useful feedback

A- Feedback focuses on a person's behavior rather than personality.

B- Feedback is descriptive rather than evaluative.

C- Feedback focuses on your own reactions rather than the other persons intentions.



D- Feedback uses "I" statement that take the form "when you [do or say], I feel."

E- Feedback is specific rather than general.

F- Feedback focuses on problem solving.

G- Feedback is provided in a private setting.

Fogging

It involves acknowledging the truth or possible truths in what people tell you about yourself while ignoring completely any judgments they might have implied by what they said. Fogging as a basic assertive response to criticism.



Thank you