



## **Terry's Top 10 Tips for Assertiveness & Self-Confidence**

*2025 - Terry Williams / People Engagement Experts*

### **1. Stand for something, not everything**

Being assertive starts with clarity. Know your values, priorities, and red lines - then you're not reacting, you're responding with purpose.

Example: "I can stay late Tuesday or Thursday - not both."

### **2. Confidence Does Not = Loudness**

Assertiveness is calm, clear, and respectful. You don't need to raise your voice - just raise your clarity.

Example: "I see it differently. Can I explain?"

### **3. Use 'I' language**

Speak for yourself. "I think", "I feel", and "I need" shows ownership and keeps things less confrontational.

Example: "I need a few minutes to finish this before I switch tasks."

### **4. Say no without guilt**

No is a complete sentence. Or, if you need a softer version: "Not right now," "I'm at capacity," or "That's not something I can commit to."

Example: "That's not something I can take on this week."

### **5. Hold the silence**

Confident people don't fill every gap with noise. Say your piece - then pause. Let it land.

Example: State your boundary, then stay quiet. Don't rush to justify it.



## **6. Body first, then words**

Your posture often speaks louder than your pitch. Upright stance, eye contact, even tone = credibility.

Example: A calm "I disagree" with good posture trumps a rushed monologue.

## **7. Rehearse tricky moments**

Practise your assertive phrases. The words will come more naturally when it matters.

Example: "When you interrupt, I lose my place. Please let me finish."

## **8. Separate feelings from facts**

You can feel unsure \*and\* still act assertively. Confidence is a behaviour, not a mood.

Example: "I'm nervous about this pitch, but I know my content and I'm going in."

## **9. Ask for what you want**

People aren't mind readers. Being clear is being kind - to yourself and others.

Example: "I'd like to be considered for that project. Here's why I'm a good fit."

## **10. Reflect and reset**

Every assertive moment is a learning moment. What worked? What would you tweak?

Example: After a hard conversation, ask yourself: "To what extent did I honour my point \*and\* the person?"

[Check out our website](https://www.peopleengagementexperts.com) for more free leadership and personal effectiveness resources, and our range of training courses.