

RULES OF ASSERTIVE COMMUNICATION

**[Street Address],**

Use unrealistic threats or self-defeating punishment.

Ask for changes to the person’s values and/or personal traits.

### Don’t

### consequences

### Do

Use abstract, vague terms.

### express

### specify

### describe

Select punishments that you are actually willing to carry out.

Make exaggerated threats.

Select a punishment of a magnitude that “fits the crime” of refusing to change behavior.

Offer a reward you cannot or will not deliver.

Select a reward big enough to maintain the behavior change.

Select rewards that only you feel are desirable.

Select rewards that are desirable and reinforcing to the other person.

Give only punishments for lack of change.

Give a positive reward for change in the desired direction.

Be ashamed to talk about rewards and penalties.

Make the consequences explicit.

### Don’t

### Do

Consider that only the other person has to change/

Specify what behaviors you are willing to change to make the agreement

Ignore the person’s needs and/ or ask for requests that only satisfy your needs.

Take account of whether the person can meet your request without suffering large losses.

Specify the concrete actions you want to see stopped or continued.

Ask for too many changes.

Request only one or two changes at one time.

Ask for too large a change.

Request a small change.

Merely imply that you would like a change.

Ask explicitly for change.

Attack the entire character of the person.

Discuss the specific offending behavior, not to the whole person.

State feelings negatively, using verbal insults or attack.

State feelings in a positive manner, as relating to a goal to be achieved

Unleash emotional outbursts.

Express feelings calmly.

Deny your feelings.

Express your feelings.

### Don’t

### Do

Guess at the other person’s motives

Describe the action, not the “motive”

Generalize for “all time”

Describe a specific time, place, and frequency of the action.

Use concrete terms.

Describe your emotional reaction to it.

Describe the other person’s behavior objectively.

### don’t

### Do