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ASSERTIVENESS “I” MESSAGES

Assertiveness “I” messages originated with Dr. Thomas Gordon, whose original, seminal work/book was Parent Effectiveness Training (P.E.T.). I’d like you to visit his website at www.gordontraining.com and order Leader Effectiveness Training (L.E.T.) or simply use what follows herein.

Effective communication is much more substantive than simple skill acquisition. “I” messages require you to “be in touch with yourself,” i.e. know how you feel in your body and what you are thinking in your mind. Here are some examples for you.

One Word Statement of Feeling	Non Blameful Description of Other’s Behavior	Tangible, Concrete Impact on Sender of Message
I feel <u>frustrated</u> (1 or 2)	<u>When you</u> don’t submit your weekly report on time. (1 or 2)	<u>Because</u> I can’t complete my report until I receive yours. (3)
I really am <u>pleased</u>	<u>When you</u> initiate contact with your client	<u>Because</u> the client feels informed and doesn’t call me and consume my time.
I’d like you to give me the “Jones” update report 24 hours before it is due at headquarters.	Because I have to double check it and coordinate with 3 agencies before sending it to headquarters.	And if it isn’t done on time we actually incur a sizeable financial penalty.

In all human communication, 55% of each communication is visual or nonverbal, 38% is the tone of voice, and 7% are the actual words. Remember to get eye contact and modulate your voice tone.