Observable Behaviors of Assertiveness and Responsiveness
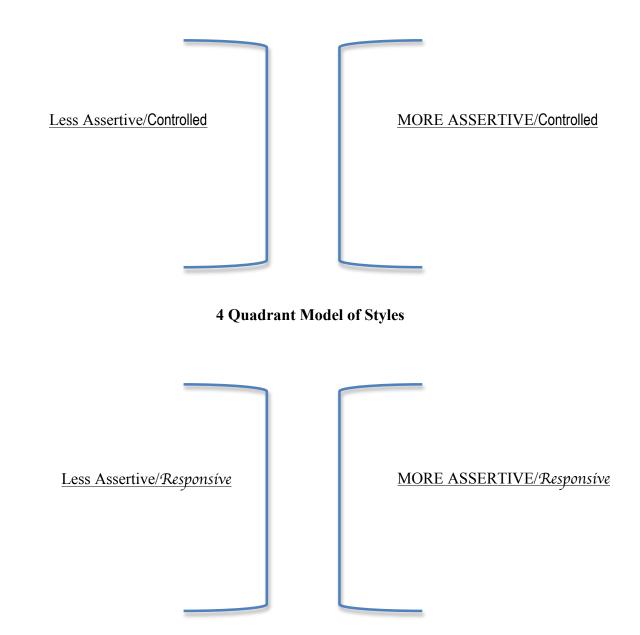
Dimension of Behavior: ASSERTIVENESS

Less ASSERTIVE	MORE ASSERTIVE
1. Less firm handshake.	1. Firm handshake.
2. Soft voice.	2. Loud voice.
3. Talking more slowly	2. Speaks more quickly.
4. Asks vs. tells.	3. Tells vs. asks.
5. Less consistent eye contact.	4. More consistent eye contact.
6. Body position: leans backward.	5. Body position: sits upright or leans forward.
6. Indecisive: decides less quickly, risk averse.	7. Decisive: takes risks, quickly decides.
7. Less opinionated, supportive, reserves opinions.	8. Opinionated, confronting, more emphatic when expressing opinions.
8. Movement: more slowly and deliberately.	9. Moves quickly.
9. Introverted: Listens more than talk.	10. Extroverted: Talks more than listens.

Dimension of Behavior: RESPONSIVENESS

MORE CONTROLLED	MORE RESPONSIVE
1. Few facial expressions.	1. Animated facial expressions.
2. Few hand and body movements.	2. Lots of hand and body movements.
3. Less frequent nonverbal feedback if at all.	3. Immediate nonverbal feedback.
4. Task oriented.	4. People oriented.
5. Closed: does not share personal feelings.	5. Open: shares personal feelings.
6. Relationships are not important.	6. Relationships are important.
7. Makes decisions based on fact.	7. Makes decisions based on opinion.
8. Less flexible with time.	8. Flexible with time.
9. Monotone voice.	9. Varied tone of voice.
10. Looks more rigid, more formal.	10. Looks more relaxed, less formal.

Less Assertive/Controlled   MORE ASSERTIVE/Controlled

4 Quadrant Model of Styles

Less Assertive/*Responsive*   MORE ASSERTIVE/*Responsive*

Guidelines for Working Effectively: Persuasion Action Items

MORE ASSERTIVE/Controlled:
Get to the point. Emphasize results. Learn customer goals/objectives.

MORE ASSERTIVE /*Responsive:*
Big picture. Make it fun. Keep a fast pace.

Less Assertive/Controlled:
Give detail. Expect many questions. Be precise.

Less Assertive/*Responsive*:
Get to know them and let them know you. Don't push; go slower. Reduce risk.