

~~February 20, 2015~~

To my viewers and all American, United Nations and continents

I want to share some of the book I been reading called
your ~~right~~ perfect right by Robert Alberti and Michael Emmers
It's a Guide to Assertive Living. I feel that we need more Assertive ~~people~~
living people in our world. It ^{will} resolve some of our issues in this world.
I take no credit from this book. All credit goes to Robert Alberti and
Michael Emmers. I am going to share some Highlights. Please go out
in purchase this book it is so awesome. it goes along with everything
that's in this era we living in. you will find your help in this book.
~~Assertiveness and you~~

Be fair with others, but then
keep after them until they're
fair with you. Alan Alda

Assertiveness and you

Joan was really upset when her neighbor came over and talked nonstop for
forty-five minutes about neighborhood gossip. Mostly she was upset with
herself for letting it happen . . . again

Fredrick looked at his watch . . . 7:15. Laura would be furious, or worried
sick, he knew. His boss had appeared at Fredrick's desk at 4:55 and asked
him to get this report ready for the board meeting at 8:15 in the morning.

Navis and Linda were not sure if the waiter had forgotten them, was ignoring
them, or was simply very busy. He had not been at their table for at least
fifteen minutes, and they had theater tickets

Anger, confusion, even helplessness are feelings that can result from situations
like these. How can you communicate your feelings when such frustrations
come up? There are no easy answers, but ~~there~~ there are answers, if you
are willing to make the effort. It may require that you make some changes
in your life. Changing yourself is hard work, but you can do it. Millions of
folks have learned to express themselves more effectively through the
process called assertiveness training. This book offers you a proven step-
by-step procedure for improving your relationships with others. If you'll
work at it, we're confident it can work for you. We don't want to teach
you to manipulate others. There is too much of that in the world already.
Assertiveness is a tool for making your relationships more equal — for
avoiding the one-down feeling that often comes when you fail to express
what you really want. The process itself is fairly simple.

We'll give you some background information, some examples, and a series of specific procedures to follow. Your job - if you decide to try this approach - is to read carefully and carry out the steps outlined. Is this stuff mainly for those who aren't able to stand up for themselves? Only partly. We wrote the first edition of this book in 1970 for just such persons. But we've ~~learned~~ learned a lot in 25 years, and one thing we now know is that everyone needs a hand at times in getting along better with others.

In instances, how do you respond when -

you want to cut short a telephone sales pitch?

a co-worker puts you down?

your spouse gives you a dirty look?

a neighbor blasts his stereo until 3am?

one of your children snaps at you?

In these and similar situations we all need some sort of survival tactics - some ways to respond which let others know something's wrong, while preserving the dignity of everyone involved. Some folks handle such situations by "swallowing" their feelings, saying nothing, and remaining upset. Others "blast" the offender in an effort to punish or regain the upper hand. We're advocating equality as a style, not "getting your way," not "getting back at" the other person. And not "turning the other cheek." We think the important thing is to affirm the self-worth of both people involved. You don't have to intimidate others in order to avoid being intimidated, and you don't have to allow yourself to be pushed around by anybody. By learning to be effectively assertive, you can deal with such upset directly and honestly, and keep everyone on an equal footing - most of the time anyway. Some popular books talk about "assertiveness" as a technique for getting your way. That's not our goal. You won't find gimmicks on how to manipulate others in this book. Instead we'll help you to clarify your personal goals in relationships, and we'll show you how to retain a sense of control, a sense of power in your own life, without trying to control others in the process. The assertive alternative - Do you ever feel helpless, powerless, ineffective? Do you sometimes get pushy in an effort to make yourself heard? Is it difficult for you to make your wishes known to others? Do you often find yourself "low person on the totem pole"? Are you sometimes pushed around by others because of your own ~~in~~ inability to stand up for yourself? Or do you push others around in order to get your way? Assertiveness is an alternative to personal powerlessness and manipulation. You will find in this book a program which develops self-confidence and respect for others. We firmly believe in the equal value of every human being. This book celebrates that belief and encourages positive relationships between and among persons who respect and value each other. We don't agree with ~~the~~ some of the popular ideas you may have heard about what it

Means to be assertive. A 1970's "Ziggy" cartoon, for example, illustrates the unfortunate image that many hold. The single-frame sketch shows our hero, ~~approaching~~ approaching a door labeled "Assertiveness Training Class." Below that sign is another message on the door: "Don't Bother to Knock, Barge Right In!" We advocate a less aggressive view of self-expression, and have tried to correct that false concept of assertiveness. Aggression and assertion are commonly confused, but assertive behavior does not push others around, deny their rights or run roughshod over people. Assertiveness reflects genuine concern for everybody's rights. Here is our definition of healthy

Assertive action: Assertive behavior promotes equality in human relationships, enabling us to act in our own best interests, to stand up for ~~our~~ ourselves without undue anxiety; to express honest feelings comfortably, to exercise personal rights without denying the rights of others. The person who typically behaves non-assertively is likely to think of an appropriate response after the opportunity has passed. An aggressive response, on the other hand, is too strong, and may make a deep and negative impression that you may regret later. By developing a more adequate repertoire of assertive behavior, you may choose appropriate and self-fulfilling responses in a variety of situations. Assertiveness and personal power If you're like most of us, your personal power is diminished every day - at home, on the job, at school, in stores and restaurants, in club meetings - in ways both trivial and important. Do you have difficulty saying "no" to persuasive people? Are you able to express warm, positive feelings to someone? Can you comfortably begin a conversation with strangers at a party? Have you ever regretted "stepping on" someone else in trying to gain your own objectives? Many people find situations such as these uncomfortable or irritating. They're at a loss for just the right action. Although there's no one "right way" to handle such events, there are some basic principles which will help you to gain confidence, effectiveness and power in your relationships with others. You're going to learn those principles as you read this book. Barriers to Self-Expression - In helping thousands of persons learn to value themselves and to express themselves directly and honestly, we have ~~found~~ found three particularly difficult barriers to self-assertion.

- Many people don't believe they have the right to be assertive;
- Many people are highly anxious or fearful about being assertive;
- Many people lack the skills for effective self-expression.

In this book we've addressed these barriers to personal power and healthy relationships, and given you proven, effective tools to overcome them.

How can you benefit from this book? Learning to make assertive responses will reduce the anxiety you may feel in dealing with others. Even such physical complaints as headaches, general fatigue, stomach disturbances, rashes, and asthma may be related to a failure to develop assertive behavior. Assertiveness can you help you avoid such symptoms. Research

has shown that, by developing the ability to stand up for yourself and increase your sense of worth as a person — whether your present style is nonassertive or aggressive — you can be healthier, more in charge of yourself in relationships, more confident and capable, more spontaneous in expressing your feelings, and you'll likely find yourself more admired by others as well. Whether your goals are personal, social, job-related, or world-changing, you will find a careful reading and practice approach to these ideas and procedures will help you to develop more effective self-expression and healthier relationships.

Chapter 2 is my favorite — your perfect right

Between people, as among nations,
Respect of each other's rights
insures the peace.
Benito Juarez

Every individual has the same fundamental human rights as every other, regardless of gender, age, ethnicity, race, or title. Of course, we'd like to see everyone exercise their rights without infringing on the rights of others. Equality fundamental to cooperative living. The Universal Declaration of Human Rights, adopted by the United Nations General Assembly in 1948, is an excellent, if idealistic, statement of goals for human relationships. In the last half of twentieth century, some progress has been made in the United States toward the development of a society based upon these values. Individuals have spoken out much more clearly and some intolerable conditions have changed. Relationships from the most intimate of love-partners to the most distant of neighbors and co-workers have begun to reflect a more equal valuing of both persons. Assertiveness training has had something to do with some of these needed changes. This book first published in 1970, has been a contributor to that process. A broad view of individual human rights can help us, as citizens of a planet which is really very small, to counteract the forces which pit us against one another in the conflict of nations. We are all human beings after all, dependent upon each other in many ways, and in need of mutual support and understanding for our survival. Truly, "We are the world."
Are some more equal than others?

Unfortunately, society often evaluates human beings on scales which rank some people as more important than others. Consider these popular but false ideas:

Adults are more important than children

Bosses are more important than employees

Men are more important than women,

Whites are more important than people of color

Physicians are more important than plumbers

Teachers are more important than students

Politicians are more important than voters

Generals are more important than privates
Winners are more important than losers
Americans are more important than "foreigners"
and on and on. Many of our society's organizations tend to perpetuate these myths, and to allow individuals in these roles to be treated as if they were of lesser value as human beings. The good news, however, is that lots of folks are finding ways to express themselves. Women are talking back! Women have found their voices once again. A number of factors have combined to help women achieve long ~~over~~ overdue gains in recognition of their individual rights. The popularity of assertiveness training for women, including specialized workshops in management and other fields, is one hopeful sign. Women of all social viewpoints, ethnic and socio-economic backgrounds, educational and professional involvements - homemakers, hard hats and high ranking executives, have made phenomenal gains in assertive expression. Society has recognized the inadequacy of an ideal which identified women as characteristically (passive, sweet, and submissive.) At long last, the assertive woman is valued. What's more, some of these changes are being felt worldwide. Recent press reports indicate that women in some Muslim societies are beginning to openly seek personal and political equality. In Japan, a survey reported in 1990 by a major bank showed that 28 percent of employees would welcome a female boss; the figure a decade earlier had been 12 percent. And the Osaka prefectural government has offered classes in business expertise for women entrepreneurs. This book and The Assertive Woman by Starlee Phelps and Maney Austin have been translated and published in Japan. In their excellent book, Phelps and Austin present the behavioral styles of four "women we all know?" Their characterizations of ~~these~~ Doris Woodrat, Agatha Aggressive, Iris Indirect and April Assertive are self-explanatory by the names alone. Yet, in describing the patterns of each, Phelps and Austin help us to gain a clearer picture of the social norms which have devalued assertiveness in women. Agatha gets her way, though she hasn't many friends. Iris the sly one, also gains most of what she wants, and sometimes her "victims" never even know it. Doris, although denied her own wishes much of the time, is highly praised by men and by the power structure as "a good woman." April's honesty and forthrightness often led her into trouble until recently, at home, at school, on the job, and even with other women.

Now, the assertive woman is valued by society, by men, by other women. She is capable of choosing her own lifestyle, free of dictates of tradition, government, husband, children, social groups, bosses. She may elect to be a homemaker and not fear intimidation by her "liberated" sisters. She may elect to pursue a male-dominated profession and enjoy confidence in her rights and abilities. In her sexual relationships, an assertive woman can be comfortable taking initiative, asking for what she wants (and thereby freeing her partner from the expected role of making the first move). She and her partner can share equally in the expression of intimacy. She can say "No" with firmness - and can make it stick - to requests for favors, to unwanted sexual advances, to her family's expectations that she "do it all". As a consumer, she can make the marketplace respond to her needs by refusing to accept shoddy merchandise, service or market techniques. In short, the assertive woman is an assertive person who exhibits the qualities we espouse throughout this book throughout this book and she likes herself and is liked - better for it! Men can be assertive too! Imagine the following scene: John's day has been exhausting; he has washed windows, mopped floors, completed three loads of wash, and continuously picked up and cleared up after the children. He is now working hurriedly in the kitchen preparing for dinner. The children are running in and out of the house banging the door, screaming, throwing toys. In the midst of this chaos, Mary arrives home from an equally trying day at her office. She offers a ~~curious~~ curious "Hi home!" as she passes the kitchen on her way to the family room. Dropping her brief case and kicking off her shoes, she flops in her favorite chair in front of the television set, calling out, "John, bring me a beer! I've had a helluva day!" This scene is humorous partly because it seems highly unusual. After all, shouldn't John be the breadwinner, working at an office rather than at home? Isn't a man's place to go out and conquer the world on behalf of his family? To demonstrate his manhood, his manhood, his strength and courage? For so long we accepted as proper the stereotype of the male as a "mighty hunter," who must protect and provide for his family. Indeed, from earliest childhood, the accepted male roles encouraged assertive and often aggressive behavior in pursuit of this "ideal".

Competitiveness, achievement, striving to be the best were integral components of male child-rearing and formal schooling - much more so than for their sisters. Men have been treated as if they were by nature strong, active, decisive, dominant, cool, neutral. In the past decade, however, a growing number of men acknowledged a great gap in their preparation for interpersonal relationships. Limited in the past to only two options - the powerful, dominating aggressor or the wimp with

with sand in his face - most found neither to be particularly satisfying. Assertiveness offered them an effective alternative and a new generation of men, have rejected the aggressive, climbing, "success" stereotype in favor of a more balanced role and lifestyle. Psychological concepts of "masculinity" have changed to acknowledge the caring, nurturing side of men as well. Men have recognized that they can accomplish their own life goals in assertive not aggressive - ways. Professional advancement in all but the most ~~stubbornly~~ stubbornly competitive fields is available for the competent, confident, assertive man. The 1980s and 90s have witnessed remarkable changes in our society's definition of what it means to be a man. There are vast differences of course, between the views of the "mythopoeic" followers of Robert Bly, the "new age" disciples of Sam Keen, and the "new communicators" who've taken Deborah Tannen and John Gray to heart. Nevertheless, the emerging definition looks like the assertive man we have been advocating for a quarter century: firm but not pushy, self-confident but not arrogant, self-assertive but committed to equality in relationships, open and direct but not dominant. "Traditional" male activities continue to reflect the old ways of course, but a growing number of men are moving beyond sports teams, adult "fraternities" and community service clubs to form personal growth and consciousness raising groups (not unlike those their wives, sisters and mothers formed two decades ago). "Male bonding," although still material for stand-up comic routines and sit-com segments, is no longer a joke for tens of thousands of men who are seeking something more meaningful than a whiskey ~~back~~ backslapping lunch with the ~~old~~ Old Boys Club. We admire those men who are beginning to acknowledge to themselves and to each other (if not yet to women), their needs and desires, their strengths and their ~~vulnerabilities~~ vulnerabilities, their anxieties and their guilt, the internal and external pressures that drive their lives. Assertive men are held in high esteem in relationships with the important others in their lives. Family and friends are closer to and have greater respect for the man who is comfortable enough with himself that he needn't put others down in order to put himself up. The ~~honesty~~ honesty of assertiveness is an ~~invaluable~~ invaluable incalculable asset in close personal relationship and assertive men are coming to value such closeness right along with the traditional rewards of economic success. The values of personal intimacy, family closeness, and trusted friendships — all fostered by assertiveness, openness, honesty — are the lasting and important ~~ones~~ ones. The assertive man is finding himself too! Living in a Multicultural Pluralistic World The essence of our approach to assertiveness training has always been of equality. The goal of this book is to foster better communication between equals, not to help one to be superior to another or to step on others to get her way. Open and honest communication — mutual, cooperative, affirming — is the process which can achieve the desired outcome of equality — a place for everyone. These days, however, that goal may be more challenging than ever before, as the world grows smaller. Global economic, political, and personal changes have led to more awareness of and direct contact with people of different cultural backgrounds. Every day, right here at home, most of us can see that the world is becoming a multicultural ("mixing pot") to a greater degree than ever before. It's exciting and refreshing to see different faces and hear different languages and encounter different lifestyles. At times, it may also

be uncomfortable. No other nation has the cultural diversity of the United States, and California, arguably is in the forefront of the interface of cultures. A quarter of the population of Santa ~~Bar~~ Barbara, Ventura, and Los Angeles Counties, for example, is now of Hispanic/Latino origin. African American, Asian and other ethnic groups make up another 16%. In the public schools — a microcosm of the larger society — teachers of English as a second language face a sea of ~~faces~~ faces from dozens of diverse cultures. In one Los Angeles school, as reported 22 different languages are spoken! As the multi-ethnic population grows, California will soon become a non-white majority state. What's more, a ~~similar~~ similar population change will occur throughout the United States in the 21st. Can we all live together? Do we respect and value each other? Or are we ~~threatened~~ threatened by the entry of each newcomer, each "foreigner", each person who is "different"? Protection of human rights, equality of treatment, respect for persons regardless of ethnic or personal traits — the more we can become aware of, and understand and accept each other — including those who are "different" — the stronger we will be as individuals and as a nation and world.

How Different is "Different"? A recent "Cultural Competence" workshop for health service professionals challenged the common assumption that all people from a culture behave in the same way. (For too long, argues UCLA professor Steven Lopez, "understanding" people of other backgrounds has meant lumping cultural groups together and ignoring individuals. Such stereotyping creates barriers, it doesn't erase them. You hear, as we hear, stereotypes about other cultures all the time. Here are a few we've heard of read recently: In some cultures of a woman smiles at a stranger it has sexual implications; African American males do not like to maintain eye contact in conversation; the male rules the household in the Mexican American culture; Saudi Arabians stand very close and seldom use their right hand when communicating; in some cultures the death of a loved one is a joyous occasion. Can it be that all people from a certain culture (or all women, or all teenagers) have the same beliefs? Or are the same way? Of course not. And such stereotypic assumptions are as dangerous as they are false. We get into trouble when we assume that all people from any group behave in the same way or share the same beliefs. The catch is that it's equally false — and dangerous — to assume that people are people" and deep down we're all alike as human beings, regardless of our groups. Culture, gender, age are important, and to understand an individual requires that you acknowledge these vital characteristics. Facial expression of emotion, for example is more-or-less universal for humans everywhere, but cultural customs as well as personal genetic and biochemical make up determine whether or not and when an individual's face will show anger or joy or fear or grief. ~~Interpreting~~ Interpreting such a complex component of behavior is not simple. What does background have to do with assertiveness? How can you use your growing assertive skills in dealing with people from different backgrounds? First, treat each person with respect; second, educate yourself about the backgrounds of people you encounter; and third, if something seems unusual in an individual's style — standing too close, avoiding eye contact, being overly

Shy or pushy — check it out you might say something such as, "I've noticed that you stand very close to me when we talk. I'm not used to that. Can you tell me what that's about?" Keep in mind that each human being is unique, a complex blend of ages, genders, genes, culture, beliefs and personal life experiences. All Italians, or Irish, or Vietnamese, or Mexicans are not alike, but members of each group have much in common. All teenagers, or senior citizens, or pre-schoolers are not the same, but it helps to know something about the needs and characteristics of the group as you deal with an individual. All working women, or midlife men, or "thirtysomethings" are not identical, but they have similarities that may be important to know if you want to get to know someone who fits one of those labels. In sum, as you seek to understand people of other cultures or backgrounds begin first with the individuals. Don't underestimate cultural or group-specific behavior or overestimate the universality of human behavior. When in doubt, show respect, ask questions and listen, listen, listen. Society often discourages assertiveness — despite important improvement in some areas, society's rewards for appropriate assertive behavior are still limited. The assertions of each individual, the right of self-expression without fear or guilt, the right to a dissenting opinion and the unique contribution of each person — all need greater recognition. We must emphasize the difference between such appropriate assertion and the destructive aggression with which it is often confused. The ~~world~~ worlds of family, school, work and church all have made it ~~difficult~~ difficult to act assertively. Assertion is often actively discouraged in subtle — or not so subtle — ways. In the family, the child who decides to speak up for his or her rights is often promptly censored: "Don't talk to your mother (father) that way!" "Children are to be seen, not heard." "Don't be disrespectful!" "Never let me hear you talk like that again!" Obviously, these common parental commands are not conducive to a child's assertion of self! At school, teachers are frequently inhibitors of assertion. Quiet, well-behaved children who do not question authority are rewarded, whereas those who "back the system" in some way are dealt with sternly. Educators acknowledge that the child's natural spontaneity in learning is conditioned out no later than the fourth or fifth grade, replaced by conformity to the school's approach. The results of such upbringing affect functioning on the job, and the workplace itself offers some help. At work employees are aware that typically one must not do or say anything that will rock the boat. The boss is in charge and others feel obliged to go along with what is expected of them even if they consider the expectations completely inappropriate. Early work experiences often teach that those who speak up are not likely to obtain reward or recognition, and may even lose their jobs. You quickly learn to be a company person, to keep things running smoothly, to have few ideas of your own, to be careful how you act lest it get back to the boss. Although things have changed somewhat in recent years, with greater employee rights and a better balance emerging, the fear of speaking out on the job is still widespread. The lesson is often clear: be nonassertive at work! The teachings of many churches suggest that assertive behavior is somehow at odds with religious commitment. Such qualities as humility, self-denial, and self-sacrifice may be encouraged, to the exclusion of standing up for oneself. There ~~is~~ ~~a~~ ~~note~~

Mistaken notion that religious ideals must in some mystical way, be incompatible with feeling good about oneself and with being calm and confident in relationships with others. Quite the contrary; assertiveness is not only compatible with the teachings of major religions, it frees you of self-defeating behavior, allowing you to be of greater service to others as well as to yourself! Political institutions are not so likely as the home, school and church to influence early development of assertive behavior, but they do little to encourage its expression. Political decision-making remains largely inaccessible to the average citizen. Nevertheless, it is still true that "the squeaking wheel gets greased" and when individuals do become expressive enough, governments usually respond. It is our hope that that more adequately assertive expression will preclude the necessity of aggression among the activist politically alienated. The growth and success of assertive citizen lobbies - minority/homeless/children's/gay and other rights movements, Common Cause (for political reform), AARP and Grey Panthers (for older Americans), the various tax reform movements — are powerful evidence; assertiveness does work! And there may be no more important arena for its application than overcoming the sense of "What's the use? I can't make a difference," that tends to pervade the realm of personal political action. The institutions of society have so carefully taught us not to express even reasonable rights that we may feel powerless to express ourselves, or guilty if we do stand up to be counted. We contend that each of us has the right to be and to express ourselves, and to feel good (not powerless or guilty) about doing so, as long as we do not hurt others in the process. It's time for families, schools, businesses, churches and governments to encourage individual self-assertion and to stop limiting self-fulfilling actions. Those ~~institution~~ institutions will only change, however, as the result of assertive action by individuals. Maybe you'll be the one of those individuals?