

Definition of Assertive Behavior:

Assertive behavior is "Behavior which enables a person to act in his own best interests, to stand up for himself without undue anxiety, to express his honest feeling comfortably, or to exercise his own rights without denying the rights of others."

(Calberti and Emmons 1974)

Assertiveness is the expression of one's feelings, beliefs, opinions, and needs in a direct, honest and appropriate manner. Such assertive behavior will reflect a high regard for one's own personal rights as well as the rights of others.