



Protect Your Personal Power

By AssertiveWay.com

Welcome to your Protect Your Personal Power!

- Hi, I'm Ivna Curi, the CEO and founder of AssertiveWay.com.
- We are on a mission to create confidence and parity for women, minorities, introverts, and friendly types in the work world who want to be heard, valued, taken seriously, and respected.
- We're dedicated to fighting the unspoken bias that exists today by providing assertiveness training, webinars, and bootcamps with a safe and supportive community.
- And to get there, you'll need to protect your power from people who may try to abuse it.
- That's why I put together this document so that you avoid the top mistakes that make others steal your power.





When you don't tell the boss what you want

When you
smilingly say yes
to anything



When you say yes
with an angry face



When you let others treat you disrespectfully...anyone



You give away your personal power

Passive behavior typically gives away their power to others...



POWER TO
DECIDE



POWER TO
PRIORITIZE



POWER TO
EXPRESS



POWER TO BE
HAPPY



Do you ever think...

- It's not fair!
- I have to obey / follow the rules
- I'm not smart enough
- They don't let me
- What I have to say is not important enough
- I can never fail
- They make me feel this way
- I can't be myself



**Disempowering
Thoughts**

Why you need power

1. More impact
2. More control over your life
3. More success
4. More influence



Power vs. likability

- Likability is soft and is relationship driven
- Power is authority and gets things done
- You need both to grow faster
- High Low strategy
- Men's likability grows with power, women's doesn't necessarily
- Women expected to be more likable

Power vs. Likability



Power

- Hard power
- Speak more
- Outcome driven
- Authority & respect
- Self promotion & direction



Likability

- Soft power
- Listen more
- Relationship driven
- Collaboration
- Empathy & caring

Sources of power

- Traditional power
- Employee power
- Consumer power

Sources of traditional power

1. Access to people and information
2. Expertise
3. Position, role, title
4. Threats
5. Rewards
6. Charisma, values, or personality

Sources of employee power

1. Pains for the boss if resigning
2. Access to Plan B
3. Access to Human Resources
4. Access to Company values and rules
5. Access to the boss of the boss
6. Access to state and country employment law
7. Access to savings

Example: Pains for your boss when you resign

Time - If you leave, they will need to spend time to recruit, train, develop

More work – Because it takes time to recruit and train, there will be a lot of extra work on their shoulder

Reputation – Bosses with higher employee turnover are seen as poor leaders

Risk - Hiring others has risk



Sources of consumer power

1. Access to consumer reviews (e.g. Amazon, yelp, tripadvisor)
2. Access to more alternatives (ebay, amazon)
3. Access to Global offers

Summary sources of power

Traditional Power

- Access to people and information
- Expertise
- Position, role, title
- Threats
- Rewards
- Charisma, values, or personality

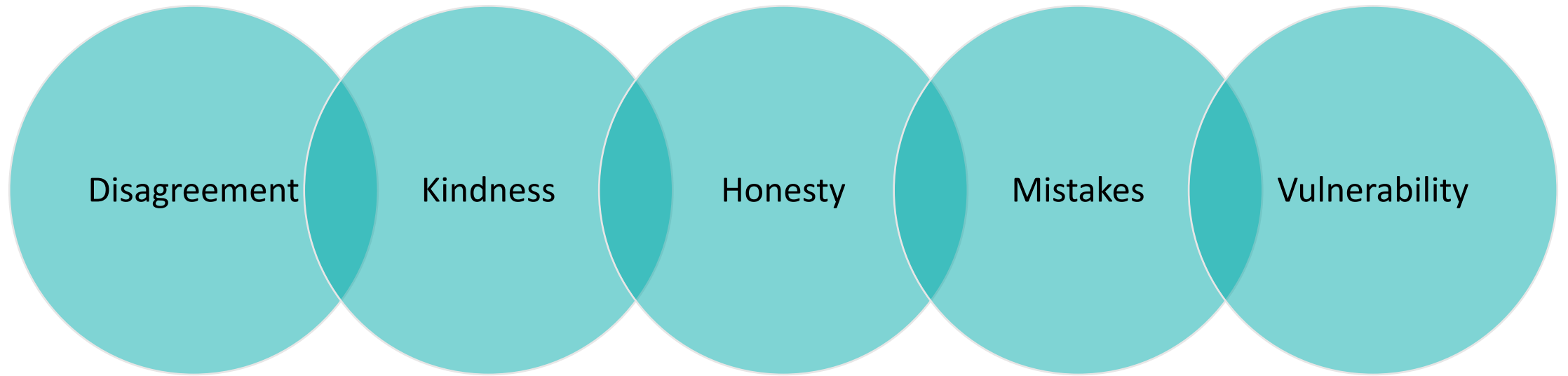
Employee Power

- Pains for the boss if resigning
- Access to Plan B
- Access to Human Resources
- Access to Company values and rules
- Access to the boss of the boss
- Access to state and country employment law
- Access to savings

Consumer Power

- Access to consumer reviews (e.g. Amazon, yelp, tripadvisor)
- Access to more alternatives (ebay, amazon)
- Access to Global offers

False power reducers



10 power sucking situations to avoid

1. Asking for permission unnecessarily
2. Letting others decide for you
3. Not informing yourself on a matter that affects you
4. Following the crowd without thinking first
5. Not feeling comfortable saying no
6. Victim mindset
7. Dependence on other people's approval
8. Not having your own priorities
9. Thinking others are better than you
10. Thinking too highly of powerful people

10 assertiveness power strategies

1. Ask questions and seek clarification when you don't understand something
2. Ask for what you want
3. Have clarity of purpose and priorities
4. Say no and communicate boundaries
5. Know your rights
6. Accept your failure and mistakes
7. Speak up for your interests
8. Adopt confident body posture
9. Treat authority like normal people
10. Realize that you always have a choice



REMEMBER...

Your assertive rights

Your assertive rights

- To say no without feeling guilty
- To be treated with respect even if you did something wrong
- To make mistakes
- To make your own choices
- To take care of your own interests
- To feel and express your emotions
- To change your mind without justifying
- To ask for what you want even if it doesn't make sense for others



Your assertive rights

- To not do what you something just because you have the skill or time
- To not help others even if you don't have other plans or can't justify why
- To ask for help even if you can do it yourself
- To be illogical in your thinking
- To not care about a situation or person
- To feel angry, upset or frustrated at others
- To prioritize yourself
- To be happy



What's the assertive right you need most right now?





What to avoid

The stories you must avoid

- I am a victim
- I'm not good enough
- I'm not worthy
- I am a failure
- I don't deserve
- I can't want more because it's greedy
- I attract bad luck
- I'm not capable
- I can't do it

The verbal weakening mistakes you must avoid

Would you mind if I say something?

I'm sorry (for speaking up)

Hesitation to speak up

Broken speech

Soft spoken when saying something important

Stopping when interrupted

I may be wrong, I'm not sure, I'm no expert

It was pure luck

I'm flexible, anything works for me

You can choose, it's up to you

Errr, sure

I will never ever do that again

I'm a loser, I'm pathetic.

...Am I right?
...Doesn't it?

I just want to say that...

What Next?

Join The Free Bold Communication Masterclass

Attend the FREE live 3-hour workshop where you can ask your questions.

When you attend, you also get the replays and all the freebies shared in the Christmas / Advent Calendar.

Learn more and register for the [free workshop here](#):

<https://assertiveway.aweb.page/boldmasterclass>