

Building confidence and assertiveness



Case study – Charbrew

Adam Soliman started the company in 2009 with £5000 capital. It is now a million pound business.



Adam Soliman



Charbrew

What are the challenges?



Words to describe behaviour: what do they mean?

Aggressive

Assertive

Passive



Definitions

Passive	Accepting or allowing what happens or what others do without active response or resistance
Assertive	Stating your needs and opinions clearly so that people take notice; confidence and directness in claiming your rights or putting forward your views while taking the views of others into account
Aggressive	Inclined to behave in an actively hostile and emotional way

Top tips

Maintain eye contact

Choose the right time

Feel positive

Choose words carefully

Be polite but firm

Make requests clear and repeat them

Use body language

Stay calm

Be clear about what you want

