Non-assertive beliefs:

Beliefs that drive **passive** behavior include:

- Others are more important, more intelligent or otherwise better than me.
- Other people do not like me because I do not deserve to be liked.
- My opinion is not of value and will not be valued.
- I must be perfect in everything I do, otherwise I am a complete failure.
- It is better to be safe and say nothing rather than say what I think.

Beliefs that drive **aggressive** behavior include:

- I am cleverer and more powerful than other people.
- Other people cannot be trusted to do as they are told.
- It's a dog-eat-dog world. I must get other people before they get me.
- The only way to get things done is to tell people. Asking is a sign of weakness.
- People who do not fight hard for what they want get what they deserve.

Beliefs that drive **passive-aggressive** behavior include:

- I do not express my feelings outwardly and keep them inside.
- I seek to "get back" at the person I'm upset with in an indirect way.
- I ignore conflicts but they eat me up inside.
- I hate direct confrontation and feel nervous/ashamed to directly state my feelings.

Assertive beliefs:

- I am equal to others, with the same fundamental rights.
- I am free to think, choose and make decisions for myself.
- I am able to try things, make mistakes, learn and improve.
- I am responsible for my own actions and my responses to other people.
- I do not need permission to take action.
- It is ok to disagree with others. Agreement is not always necessary or possible.