



Mean What You Say

Speaking with conviction is not about being angry or emotional or “defeating” other positions on a topic. It’s the ability to transfer information and communicate your intention with honesty, integrity, and in a way that makes others feel safe and involved in your message.

Assertive Language

- Avoid passive or qualifying language: "I think", "maybe", "having said this"
- Use "You can", "I will", "We need to", "This is because..."

Evidence sources

- What can be asserted without evidence can be dismissed without evidence.
- Back up your argument with research, statistics, anecdotes, or lived experience.

Communication Consistency

- Your body needs to say the same things as your mouth.
- Controlled volume and pace, relaxed and confident stance, good eye contact, and facial gestures matching your emotions.

Assertiveness can become aggression so be mindful of people’s feelings even when you passionately believe in your subject. Speaking with conviction will not be convincing unless you take people with you through compassion and respect.

<https://the-asc.org.uk>