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DESCRIPTION OF THE QUESTIONNAIRE

The Communication Style – Assertiveness Questionnaire tracks the four basic areas of using assertiveness when solving standard as well as demanding communication situations: adequate self-assertion; ability to stand by one's decisions or opinions and not let oneself be manipulated; ability to give and receive feedback; and the ability to establish and develop social relations.

The theoretical basis behind this questionnaire is the modern concept of assertiveness. The questionnaire is meant as a diagnostic tool for positions which emphasize dealing with other people (giving feedback, negotiating with suppliers, dealing with clients, complaint settlements, project managing and so forth) as well as for the consultancy area.

The Communication Style – Assertiveness Questionnaire covers personality tendencies in solving both standard and difficult social communication situations, either in known or unknown environments. This questionnaire is related to four basic areas of communication and behavior:

- ✓ *adequate self-assertion ("I can assert myself");*
- ✓ *the ability to stand by one's decisions or opinions and not be manipulated ("I stand by my own decisions and opinions");*
- ✓ *the ability to give and receive feedback ("I can work with feedback");*
- ✓ *the ability to build and develop social relationships ("I develop my social relationships").*

THEORETICAL FRAMEWORK

The essence of assertiveness is a pragmatic communication style, which can help a person to confront criticism, manipulation and aggression. Assertive training addresses how to express, assert and defend oneself correctly. This training is designed for two key groups of people:

1. *shy and unassertive people who tend to be caught off guard by their counterpart or opponent and cannot put their own views forward; they withdraw and clear the way for others; they experience fear and lack self-belief;*
2. *overly aggressive people who come across as choleric and irritable and tend to overreact to any criticism; they also tend to respond to and escalate tensions, putting off others from communicating with them as a result.*

It is important to address at this point the difference between assertive and aggressive behavior. To illustrate, the table below shows the feelings of the speaker and the listener using the non-assertive, assertive and aggressive styles as outlined by Alberti and Emmons (2004, p. 48):

Non-assertive behavior	Assertive behavior	Assertive behavior
Speaker		
self-denial	increases own value at the expense of others	increases own value
timid	bold	clear and bold
hurt, afraid	decides for others	feels good about themselves
leaves choices to others	reaches the desired goal at the expense of others	decides for themselves
does not reach the desired goal		might reach the desired goal
Listener		
guilty or angry	self-denial	increases own value
undervalued	hurt, defensive, embarrassed	bold
increases desired goal at the expense of others	does not reach the desired goal	might reach the desired goal

DESCRIPTION OF THE INDIVIDUAL DIMENSIONS AND SCALES

All the scales below are divided according to the relationship with familiar people as well as the wider social environment. The output may then be used to monitor how a person behaves in both these contexts.

I know how to assert myself

This dimension maps the overall ability to communicate clearly, communicate one's requirements and ask others for help. It also affects the willingness to make decisions and take responsibility for those decisions.

I assert my views and demands

This scale measures reasonable self-assertion and the ability to say what a person requires and expects.

I say what I like and what I do not like

This scale maps whether a person expresses themselves clearly and intelligibly and whether they are also able to appreciate others.

I can ask others for favors

This measures the ability to ask people in one's surroundings for assistance in a non-manipulative way.

I stand behind what I say

This dimension focuses on the overall ability not to be influenced or manipulated and the ability to politely reject the request of another party. At the same time, it questions the ability to withstand a verbal attack.

I will not let others manipulate me

This deals with the question of the extent to which the respondent recognizes manipulation and can effectively defend themselves against it.

I can politely refuse things I do not want

This scale focuses on the ability to politely say no to someone.

I deal appropriately with aggression or attack

The scale maps the ability to handle a sudden attack – not to back down and withstand the situation, which can earn respect from the attacker and strengthen one’s self-confidence.

I know how to process feedback

This dimension contains scales focused on processing feedback when both giving and receiving. It maps the ability to formulate feedback clearly and with a specific goal regarding the feelings of the other party. At the same time, it determines to what extent the person can accept criticism and praise without negative feelings - anger, shame, etc.

I can give criticism without hurting other people’s feelings

This focuses on the ability to articulate criticism clearly and comprehensibly, while considering who the respondent is criticizing, and at the same time guiding the criticism so that it leads to the desired goal.

I can praise others naturally

This scale measures the ability to praise others, to notice good performance and small details, which leads to improved social relationships.

I can accept criticism and praise

In contrast to the scale “I can give criticism without hurting other people’s feelings”, this scale focuses on the other side of the coin - the extent to which the respondent is able to accept criticism and praise.

I cultivate social relationships

This dimension maps the ability to actively and empathetically listen, the willingness and level of ability to communicate with strangers and establish new relationships, as well as the respondent’s clarity of emotional expression.

I can listen actively

This scale measures sensitivity to the expressions and problems of others, the ability to give enough space to the other party in communication and the development of one's own empathy.

I deepen and build relationships

This scale focuses on the ability to have a casual conversation with a stranger, quickly find a common theme and at the same time estimate whether the other party is interested in communicating.

I openly express my feelings

This scale deals with the legibility of a person for others resulting from the ability to express authentic feelings.

Control scales

The questionnaire works with two control scales. One scale follows the tendency to choose socially desirable answers, i.e., a lie score. If this tendency is high, the output of the questionnaire is less reliable and there is a risk that the respondent answered in order to be positively perceived.

The second control scale follows the tendency to choose an aggressive rather than an assertive form of action, i.e., a tendency to assert oneself at the expense of others.

The results of both control scales are given in the introduction to the final report. The first overall graph Main Areas of Communication and Behavior also draws attention to the increased tendency to assert oneself at the expense of others.

ITEM ANALYSIS

Item difficulty and item-total correlation

As a rule of thumb, all items with a difficulty lower than 0.1 and higher than 0.9, should be checked. The item total correlation is a correlation between the question score and the overall assessment score. A weak item-correlation provides empirical evidence that the item is not measuring the same construct measured by the other items included. A correlation value less than 0.2 indicates that the corresponding item does not correlate very well with the scale overall and, thus, it may be dropped or replaced.

Pearson's correlation coefficient was used to determine correlations. All correlations found were statistically significant ($p < 0.001$).

Below we see that all items passed this part of the item analysis except one which has its correlation value just below the 0.2 limit.

I know how to assert myself		
I assert my views and demands		
Item	Difficulty	Correlation
11Rn	0.50	0.35
11Rp1	0.52	0.30
11Rp2	0.52	0.43
11Vn	0.37	0.55
11Vp1	0.64	0.59
11Vp2	0.58	0.50
I say what I like and what I do not like		
Item	Difficulty	Correlation
12Rn	0.32	0.45
12Rp1	0.69	0.60
12Rp2	0.74	0.35
12Vn	0.46	0.51
12Vp1	0.61	0.40
12Vp2	0.62	0.57
I can ask others for favors		
Item	Difficulty	Correlation
13Rn	0.30	0.52
13Rp1	0.54	0.36
13Rp2	0.71	0.51
13Vn	0.62	0.41
13Vp1	0.78	0.55
13Vp2	0.59	0.52

I know how to process feedback

I can accept criticism and praise

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
33Rn	0.44	0.47
33Rp1	0.72	0.53
33Rp2	0.61	0.27
33Vn	0.39	0.48
33Vp1	0.67	0.46
33Vp2	0.70	0.49

I can praise others naturally

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
32Rn	0.40	0.45
32Rp1	0.68	0.55
32Rp2	0.86	0.51
32Vn	0.27	0.50
32Vp1	0.81	0.43
32Vp2	0.45	0.30

I can give criticism without hurting other people's feelings

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
31Rn	0.36	0.41
31Rp1	0.65	0.49
31Rp2	0.60	0.37
31Vn	0.55	0.22
31Vp1	0.53	0.29
31Vp2	0.66	0.44

I cultivate social relationships

I can listen actively

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
41Rn	0.27	0.46
41Rp1	0.80	0.50
41Rp2	0.78	0.54
41Vn	0.26	0.43
41Vp1	0.75	0.50
41Vp2	0.78	0.54

I deepen and build relationships

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
42Rn	0.48	0.35
42Rp1	0.80	0.57
42Rp2	0.79	0.54
42Vn	0.66	0.49
42Vp1	0.61	0.54
42Vp2	0.57	0.49

I openly express my feelings

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
43Rn	0.40	0.48
43Rp1	0.59	0.36
43Rp2	0.57	0.49
43Vn	0.46	0.42
43Vp1	0.58	0.46
43Vp2	0.52	0.37

I stand behind what I say

I can handle aggression or attack relatively well

Item	Difficulty	Correlation
23Rn	0.27	0.51
23Rp1	0.70	0.39
23Rp2	0.69	0.31
23Vn	0.44	0.18
23Vp1	0.61	0.37
23Vp2	0.67	0.47

I can politely refuse things I do not want

Item	Difficulty	Correlation
22Rn	0.47	0.45
22Rp1	0.60	0.45
22Rp2	0.53	0.44
22Vn	0.33	0.44
22Vp1	0.69	0.52
22Vp2	0.67	0.49

I will not let others manipulate me

Item	Difficulty	Correlation
21Rn	0.60	0.20
21Rp1	0.59	0.41
21Rp2	0.52	0.31
21Vn	0.19	0.35
21Vp1	0.61	0.45
21Vp2	0.71	0.50

Aggression

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
11A	0.24	0.55
12A	0.67	0.30
13A	0.51	0.45
21A	0.45	0.46
22A	0.52	0.38
23A	0.51	0.57
31A	0.30	0.57
32A	0.37	0.37
33A	0.33	0.52
41A	0.30	0.50
42A	0.60	0.33
43A	0.38	0.56

Tendency to Stylisation

<i>Item</i>	<i>Difficulty</i>	<i>Correlation</i>
L1	0.44	0.57
L2	0.44	0.52
L3	0.63	0.61
L4	0.76	0.53
L5	0.53	0.45
L6	0.76	0.51
L7	0.77	0.43
L8	0.40	0.33
L9	0.81	0.46
L10	0.55	0.48

RELIABILITY

Cronbach 's alpha is an estimate of the internal consistency of a psychometric test. It is a function of the number of items in a test, the average covariance between item-pairs, and the variance of the total score.

The alpha coefficient for questionnaires should be 0.7 and higher.

Below you can see the Cronbach 's alphas of the individual scales of this questionnaire, as well as the overall one.

Overall reliability	I know how to assert myself	I stand behind what I say	I know how to process feedback	I cultivate social relationships
0.89	0.78	0.70	0.72	0.79

Note: The Cronbach 's alpha for scale Aggression is 0.67, and for scale Tendency to Stylisation is 0,64.

VALIDITY

Convergent validity

Correlations between the Communication Style – Assertiveness Questionnaire (LIFE) and the Stress Management Questionnaire:

The validation study (conducted on a sample of 519 participants) identified significant positive correlations (at the significance level $p = 0.01$) between scales of the Stress Management Questionnaire that measure strategies focused on problem solving and the maintenance of psychological well-being (Situation Control, Self-Control, Support from Others, Self-Confidence) and the assertive communication style. Another example consists of frequent negative correlations between scales measuring aggressive behavior and the aforementioned scales of the Stress Management Questionnaire focused on problem solving and maintaining psychological well-being.

Correlations between the Communication Style – Assertiveness Questionnaire (LIFE) and the Multifactor Personality Profile:

Numerous positive correlations were found between the Cooperation–Assertiveness scale (Multifactor Personality Profile) and several scales of the Communication Style – Assertiveness Questionnaire (LIFE), for example the scale I can ask others for favors_aggression ($r(712) = 0.317, p = 0.01$) or USP_I say what I like and do not like_public ($r(712) = 0.253, p = 0.01$). Numerous positive correlations were also found between the Feeling–Thinking scale (Multifactor Personality Profile) and nearly all scales of the Communication Style – Assertiveness Questionnaire (LIFE). For example, with the scale I can praise others naturally_aggression ($r(712) = 0.229, p = 0.01$) or can politely refuse things I do not want_close people ($r(712) = 0.197, p = 0.01$).

Discriminant validity

Correlation between the Communication Style – Assertiveness Questionnaire (LIFE) and the Press Test:

The validation study resulted in only a small number of relatively low correlations, whose significance only rarely exceeded the significance level of $p = 0.01$.

Predictive validity

Correlation between the Communication Style – Assertiveness Questionnaire (LIFE) and competency ratings in the Development Center:

A correlation was found between the scale I know how to process feedback_close people and the competency Presentation ($r(72) = 0.3, p = 0.05$), as well as between the scale I know how to process feedback_strangers and the competency Cooperation ($r(72) = 0.33, p = 0.05$).

SAMPLE DESCRIPTION

The currently used norms and current psychometric characteristics were calculated in March 2026 on a sample of 755 adults who completed the English version of this questionnaire. The data was collected electronically during inventory administration between February 2015 and February 2026.

Sex	
42% women	N = 316
50% men	N = 381
8% unspecified	N = 58

Age	
25% to 29	N = 186
55% 30–44 years old	N = 414
13% 45+ years old	N = 100
7% unspecified	N = 55

Education	
0% primary	N = 0
18% secondary	N = 133
27% university	N = 204
47% higher education	N = 356
8% unspecified	N = 62

Position at work	
26% I have subordinates	N = 316
64% I do not have subordinates	N = 358
10% unspecified	N = 81

Contact with clients	
54% I am in direct contact with clients	N = 405
36% I am not in direct contact with clients	N = 270
10% unspecified	N = 80

FINAL REPORT

The output of the questionnaire includes a statement of the person's degree of assertiveness, a chart of the overall degree of assertiveness and a chart of the degree of assertiveness in various areas of communication. In addition there is an interpretation text that includes the general profile as well as an overview of advantages and recommendations. It is based on two control scales, including a check of aggressive tendencies, i.e. the assertion of oneself at the expense of others.



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You now hold in your hands a report from Questionnaire of Communication Style – Assertiveness, which covers personality tendencies to solving both standard and difficult social communication situations, either in known or unknown environments. This questionnaire is related to four basic areas of communication and behaviour: adequate self-assertion ("I can assert myself"), the ability to stand by one's decision or opinion and not let himself/herself be manipulated ("I stand by my own decisions and opinions"), the ability to give and receive feedback ("I can work with feedback") and the ability to build and develop social relationships ("I develop my social relationships")

VALIDITY SCALES

A validity scale "Tendency to Stylisation" warns about the possible tendency to stylise oneself into socially desirable or irrelevant in those cases.

Validity scale "Aggression" draws attention to a potential risk of aggressive rather than assertive behavior. This questionnaire does not monitor for level of aggression.



TENDENCY TO STYLISATION

answers are adequately open



AGGRESSION

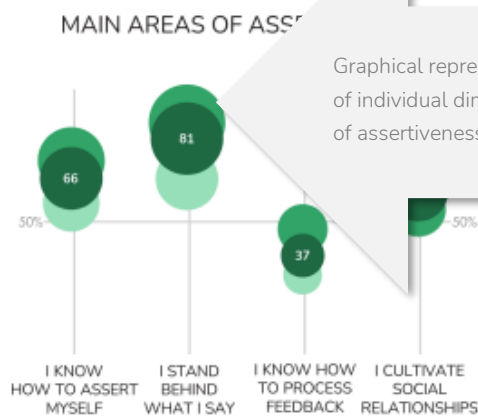
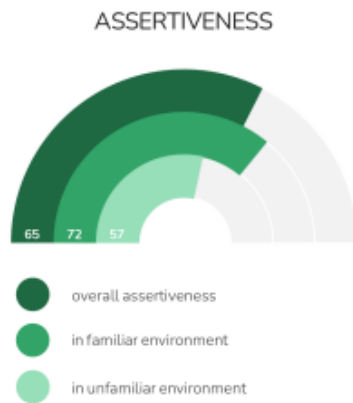
adequate tendency for assertiveness

Description of the total level of Aggression and Tendency to Stylisation Scale.

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OVERALL ASSERTIVENESS



Graphical representation of individual dimensions of assertiveness.

Note: The scale expresses the total level of assertiveness as a weighted score against a reference group.

Note: The chart illustrates the level of assertiveness in all four areas. It is expressed as weighted scores against a reference group. Within each area, the chart represents the ability to behave assertively in relation to familiar and unfamiliar people. The exclamation marks draw attention to areas where assertiveness may be mistaken for aggression - asserting one's interests at the expense of others. The number of exclamation marks (one to three) signals the level of risk of aggressive behaviour. Aggressive behaviour is not dependent on the overall level of assertiveness. Aggression may occur even when assertiveness is generally low.

INTERPRETATION OF RESULTS IN MAIN AREAS OF COMMUNICATION AND BEHAVIOUR

The respondent can defend himself or herself adequately against manipulation from strangers, colleagues or charity fundraisers, or from family or friends. In a situation when somebody suggests something he/she does not want, he/she will articulate a clear "no". The respondent is mostly familiar as a person who stands firm, despite the majority taking a different side. He/she will quickly respond to criticism from friends.

The respondent finds it difficult to criticise his/her closest people (friends, family) as well as to deal with unpleasant situations. He/she will put off criticism indefinitely. At the same time, he/she is extremely sensitive to criticism from others. The respondent will revisit the criticism in his/her mind. At the first glance, he/she may be seen as a cautious person who finds it difficult to argue his/her case, making a claim in a shop or complaining in a restaurant.

Description and interpretation of the main areas of communication and behaviour.

INTERPRETATION OF RESULTS

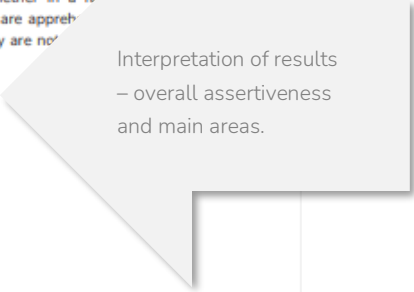
The overall level of assertiveness is average.

The results indicate very good ability to stand up for one's opinions and attitudes and defend them, whether in a familiar or unfamiliar environments, i.e., the ability to deal appropriately with aggression or attack. Such people can usually defend their views even when others disagree or convince them otherwise. They do not give in to pressure and maintain a steady position. They can appear firm or even unapproachable to others.

At the same time, the results show very good ability to assert oneself and one's needs, whether in a familiar or unfamiliar environments, i.e., the ability to ask others for favors. People with this profile can usually persuade others and get their way. They can appear confident to the point of self-assuredness. They have good negotiating skills. They are not afraid to present their views. They can take on the role of spokesperson or speak in front of a large group.

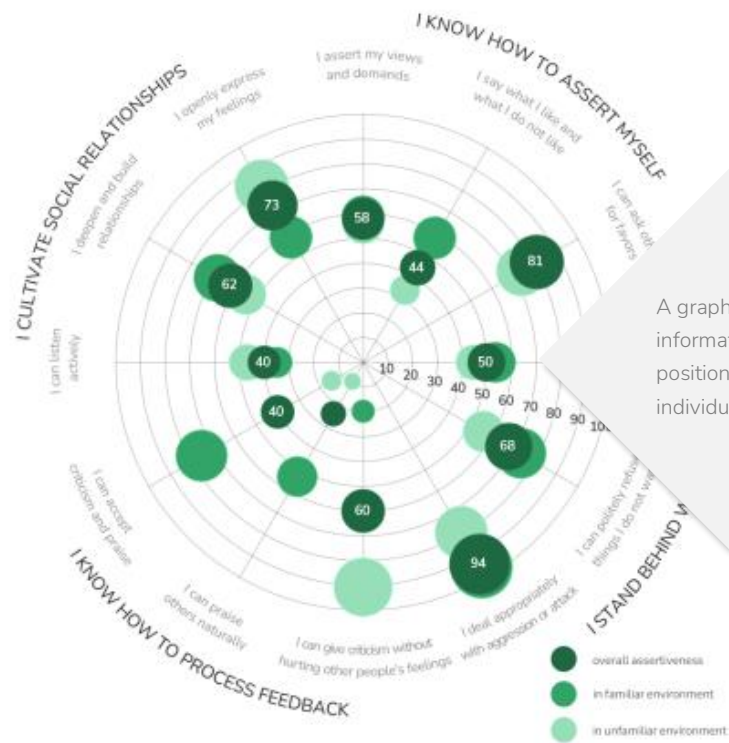
Further, the results point to good ability to develop relationships with other people. People with similar results express their feelings in situations with which they are comfortable. They can listen well if they want to, but it can cost them more energy. They maintain good relationships, which are important to them but do not always actively drive them.

At the same time, the values indicate lower ability to work with feedback, whether in a familiar or unfamiliar environments, i.e., the ability to praise others and accept feedback. People like this are apprehensive. They find situations where feedback is given stressful and tend to avoid them. They are not comfortable with criticism but also with praise, which makes them uncomfortable.



Interpretation of results
– overall assertiveness
and main areas.

SEGMENTS OF COMMUNICATION AND BEHAVIOUR (ASSERTIVENESS)



A graph containing detailed information about a person's position in dimensions and individual scales.

Note: The chart illustrates the level of assertiveness in all four areas. It is expressed as weighted scores against a reference group. Within each area, the chart represents the ability to behave assertively in relation to familiar and unfamiliar people.

STRENGTHS

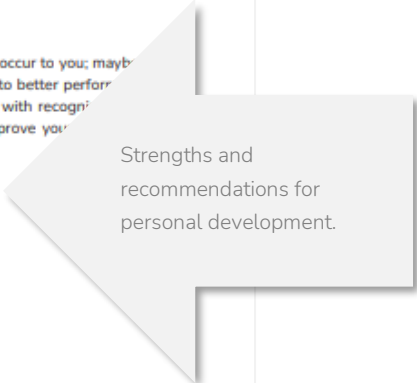
You can adequately respond to a verbal attack. You will not be threatened into submission. This is your great advantage - you earn respect from the attacker and you will feel self-confident.

You find it natural to ask others for help or assistance. This helps you achieve your goals and build social relationships. You most likely do this in a clear and non-manipulative way.

Your emotions are transparent to others. You know how to express joy, disappointment and anger. People from your social circle can understand you better, read your moods and emotions and gauge their reactions. Emotions are "contagious" - so you can infect others with your positive vibes.

RECOMMENDATIONS

You probably do not give praise easily. You may feel it is not necessary - or it just does not occur to you; maybe you do not seek praise yourself. Most people, however, like to be appreciated - it motivates them to better perform around you and find what you can appreciate. Use simple and unforced sentences. Start with recognizing progress that happens every day (a good meal, nice haircut, job well done). This will improve your communication and make it more genuine.



Strengths and
recommendations for
personal development.

LITERATURE

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