Assertiveness is an important soft skill that can very well take a person to the top of success. Assertive skills pertain to a person’s ability to communicate effectively, in such a way that opinions, feelings, and needs are expressed well to one or more people. Assertiveness involves being able to speak up one’s mind, being able to say ‘No’ when needed, and being able to utilize body language as a supplemental form of communication.

Assertiveness is one of the key qualities that any person aspiring to succeed in his career must acquire. People who are assertive are confident and firm in their decisions, in the way they deal with others, and even in their own goals and aspirations thereby making them more equipped for success. Thus this paper deals about how essential the skill of bing assertive is for a new manager.