



Comunicación asertiva en directivos de la Escuela de Iniciación Deportiva Provincial /Assertive communication in managers of the Provincial School of Sport Initiation [

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Analítica

Assertiveness is a key social skill for the promotion of human development and the prevention of psychosocial problems in the various areas of human development. The aim of this paper is to determine the characteristics that assertive communication assumes in managers of the Sports Initiation School "Ormani Arenado Llonch" of Pinar del Río. An observational, descriptive, cross sectional study was conducted in the period between April and June 2018. For this purpose, a non-probabilistic convenience sampling was used, and the sample consisted of 12 managers. The empirical methods used to obtain information were: observation, the Rathus Assertiveness Scale and the semi-structured interview. It was shown a prevalence of managers between 50 and 60 years of age (33 %) and belonging to the male gender (67 %). The positions held were mainly Assistant Director in Integral Formation, Head of Grade and Head of Department (25 %). The totality of the sample received postgraduate courses (100 %). Participants with between 21 and 30 years of work experience prevailed. The assertive confrontational communicative style prevailed (42 %). Economic and social development in today's Cuba needs managers who act away from aggressive and selfish postures; but also who leave behind uncritical and passive postures; rather it is needed assertive men and women

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