

# The Art of Saying No: Breaking Free from People-Pleasing

## Key Takeaways

1

### Why do we people please?

**Need for Validation**

**Fear of Conflict/Rejection**

**Cultural & Workplace Conditioning**

2

### The Hidden Costs of Saying Yes Too Often

**Burnout & Resentment**  
(Maslach & Leiter, 1997)

**Strained Relationships**

**Emotional Exhaustion**  
(Hochschild, 1983)

**Loss of personal time**  
(Ashforth et al., 2000)

**Mental Fatigue**

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3

### The 3 Types of "No"s and When to Use Each One


**1**



**Direct No**

When you need to protect energy and avoid over explaining


**2**



**Negotiated No**

When the relationship or task is important, but your timing is tight

**3**



**Empathetic No**

When emotional tone matters, such as friends, leaders, or clients

### Need a bit more help?

Discuss with your coach on more personalised strategies for how to be more assertive to protect your time and energy!



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