



**František Tábořský**  
Associate Prof., PhD.  
Charles University  
Faculty of Physical Education  
and Sport  
Czech Republic



# SOCIAL BEHAVIOUR

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**SOCIAL BEHAVIOUR** is something  
we can **learn** and continue to **improve**

We have to use various techniques of psychic **relaxation**, concentration and **self-control** (auto-regulation), develop **self-awareness** (auto-reflection) and **social perception**, and optimise our style of **social interaction**.



It is said that we remember only about  
**ten** percent of what we hear,  
**half** of what we see, and as so much as  
**90** percent of what we do ourselves.

Therefore daily practice should be our main  
resource in our quest for perfection!

Or as Herbert SPENCER put it:  
**The great goal in education is not knowledge  
but action.**



The term **ASSERTIVENESS** has frequently been used in this context.

Assertive action is usually defined as a healthy way of getting what one wants in a given situation while also respecting the rights of others.

The **aims** of assertive behaviour techniques are the development of an **atmosphere of co-operation**, frankness and straightforwardness in action, independence in decision-making, winning acceptance for one's own views (without resorting to manipulation).



**I would like to apply principles for  
some of my inspiration**

**How should we meet people?**

**+ Smile**

**+ Be a good listener, encourage others to talk  
about themselves**

**+ Seek to create in others a feeling of importance**

**„Every person I have known and will know in my life  
surpasses me in something. This is where I can learn.“  
Ralph Waldo EMERSON**



## How to discuss?

+ Be friendly

+ Avoid noisy disagreement

+ Guide the others towards positive reaction

+ Respect the views of others

+ If you are wrong, admit it

**„Be wiser than others if you can but don't tell them.”**  
**Lord CHESTERFIELD**



## How to motivate?

+ Understand the needs of others

+ Don't give commands, ask

+ Turn your own wish into a request to others

+ Appeal to noble motives

**„I consider my ability to arouse enthusiasm in people  
the greatest wealth that I have“**

**Charles SCHWAB**





## How to judge?

**+ Start with praise**

**+ Allow the others to keep their dignity**

**+ Encourage, turn a mistake into something that can be easily corrected**

**+ Highlight even the smallest improvement**

**„One of the most fundamental characteristics of human nature is a strong need for being appreciated.”  
William JAMES**