Speaking with conviction is not about being angry or emotional or “defeating” other positions on a topic. It’s the ability to transfer information and communicate your intention with honesty, integrity, and in a way that makes others feel safe and involved in your message.

Assertiveness can become aggression so be mindful of people’s feelings even when you passionately believe in your subject. Speaking with conviction will not be convincing unless you take people with you through compassion and respect.