**Know your why: Guided notes**

1. The challenge to persuasion (10 min)
   1. Why is changing someone’s mind so difficult
      1. Play two American Life clips
      2. Brainstorm discussion
      3. Four key challenges to persuasion
   2. In this section we want to impress the challenge we face with trying to change someone’s mind or get them to become actively engaged.
2. Speaking from values: Why, how, what (15 min)
   1. Here we reference the importance of 2018 and why we must have powerful conversations in order to be successful.
   2. Speaking from values and to the heart is the most powerful; but how do we do this?
   3. We use the Simon Sinek model of “Why, How, What” to frame our approach to speaking from values; it’s called the golden circle.
   4. Why, how, what
      1. Your why is your purpose, your cause, your belief
      2. Your how is your strategy, your theory of change, the roadmap to get there.
      3. Your what is the things you do to achieve your why, the actions you take day-to-day
   5. We need to speak from the why to the what. Start with your why!
3. Case studies & examples (10 min)
   1. Two examples here:
      1. A chrysler car commercial that speaks powerfully from its why and values
      2. A chevy car commercial that just speaks from it’s what and how it compares to other car companies.
      3. It self-evident how much more powerful the chrysler commercial is; we can identify and relate to its why.
4. Practice & feedback (20 min)
   1. Critical incidents helps us to identify our why and clarify our values.
   2. Here folks listen to critical incident stories and practice listening for values and being able to identify the why.
   3. They also spend time writing their own critical incident story
5. Putting it all together & next steps (5 min)
   1. Debrief the key takeaways
   2. Join the next call!
   3. Join Team 18