

Persuasion Conversation Indicators

STEP 1: WHY

Personal 'why' questions

- What is my belief?
- What is my cause?
- Why do I do what I do?
- Does this 'why' feel compelling to others?

Questions to ask your audience

- What do you do for work?
- How did you get into this line of work?
- How does it give you purpose?
- Was there a political issue that you have deeply cared about recently?

Indicators to stay discussing 'why'

- They are reticent to talk
- You are not clear on their values and why they do what they do
- You have not found a way to connect with them personally

Indicators to move to 'how'

- You are clear on their beliefs, values, and attitudes
 - You feel like you have made a connection with them personally
 - You have a shared value that you would like to continue discussing
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STEP 2: HOW

Personal 'how' questions

- What is my theory of change for how this belief becomes a reality?
- How does my 'why' set me apart from others?
- What is the strategy of my 'why'?
- How can my why come into action?

Questions to ask your audience

- How do you think what you care about is perceived by others?
- Do you do anything differently as a result of what you believe and your 'why'?

Indicators to stay discussing 'how'

- They begin saying, "there is nothing that I can do about this"; or "I don't believe that I can make a difference"
- They do not have an idea about how their beliefs connect to their actions

Indicators to move to 'what'

- You both have discussed and aligned on why they do what they do, and how this play
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STEP 3: WHAT

Personal 'what' questions

- What am I asking people to do?
- If they do this action, what change occurs as a result of what they have done?
- What should people feel as a result of this activity?

Questions to ask your audience

- Can you join me in doing XYZ?
- This event is coming up ... are you free?

Indicators they are ready to make change with you

- You feel they are a partner in your work and next steps
 - They might say they are excited and fired up by your conversation
 - They commit to next steps
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