

# Effective conversations

## Part 3: Your theory of change: Why, how, what

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**We will begin the training at 8 p.m. ET / 7 p.m. CT**





## GUIDED WORKSHEET

# Indicators for why, how, and what

[Bit.ly/why2what](https://bit.ly/why2what)

# Learning series

**Week 1:** Effective listening

**Week 2:** Know your ‘why’

**Week 3:** **Your theory of change**

**Week 4:** Motivational interviewing

**Week 5:** Voter contact best practices

**#OFAction**





**Your theory of change**

## GOAL FOR THIS SESSION

**Feel confident using the  
'why, how, what' framework  
to talk to your neighbors**

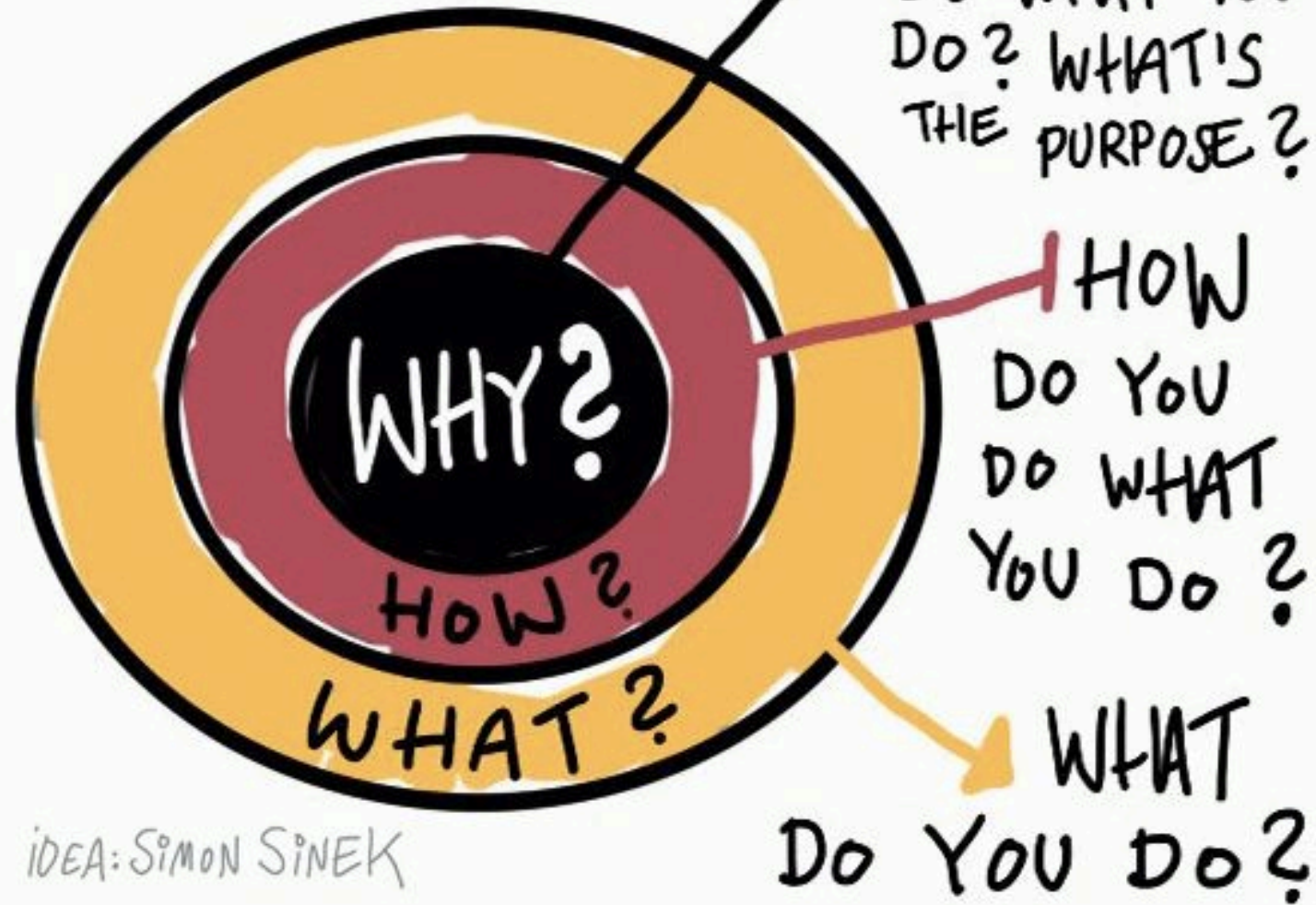
# Agenda

## Recap – Knowing your why

Why, how, what (and when to use it)

Close and next steps

# GOLDEN CIRCLE



IDEA: SIMON SINEK

# Your why

- 1 This is your cause, your purpose, your belief. The thing that drives you most.
- 2 We are able to connect to each other more deeply through values and beliefs.
- 3 This is the hardest part of ourselves to understand clearly.

# Your how

- 1 This is your strategy, the way that you bring your “why” into being.
- 2 Your how should explain the way in which you or your organization live out your values.
- 3 We sometimes call this our “theory of change.”

# Your what

- 1 Your what is what you do; the actions you take each day.
- 2 This is the easiest part of ourselves to understand, but the least convincing to motivate others.
- 3 Use your “why” and “how” to motivate people to join your “what!”

# Recap: the framework of your why

**Critical incident**

**What is a critical incident that leads to what you believe and why?**

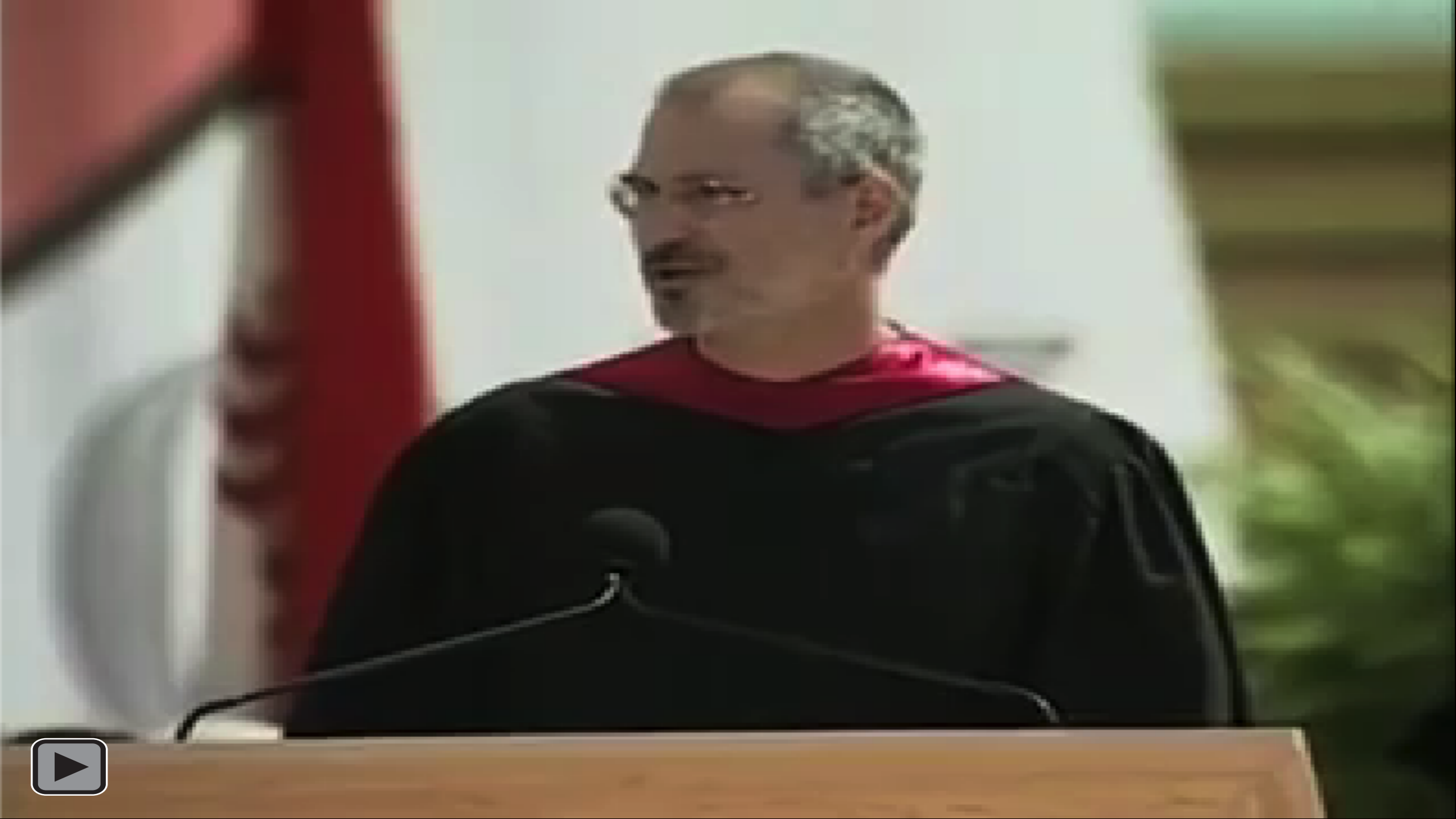
**Values**

**What values are present underneath your critical incident and why?**

**Practice**

**How will you practice communicating your values in way that resonates with diverse groups of people?**





## QUESTION 1:

**What is Steve Jobs' *why*?**

## QUESTION 2:

What **values** are underneath his why?

### QUESTION 3:

How does he **communicate** it?  
Does it resonate?

**You have to understand your  
why and be genuinely curious  
about your neighbor's why.**

**It's not enough to know  
your why—you have to identify  
a how, and then your what.**

# Agenda

Recap – Knowing your why

**Why, how, what (and when to use it)**

Close and next steps

## SCENARIO 1

**Conversation with  
someone you're not  
politically aligned with**



# This could happen during...

- A dinner or happy hour with friends, family, and colleagues
- Canvassing or phonebanking
- At work or school during lunch

**Stay with why**

# 3 minutes

## Reflection

### If you were different politically:

- What about my 'why' resonates with you?
- What questions would you ask me?
- How would you use my why if you were talking with me?

# Things to figure out

- What is their cause?
- What is their belief?
- Why do they do what they do?

# Things to communicate

- Your belief
- Your cause
- Your why

You know to  
**stay with why** when  
you don't know their  
values...

**... or you haven't  
fully communicated  
your own.**

## SCENARIO 2

**Conversation with someone  
you are politically aligned  
with, but you believe change  
happens differently.**



# This could happen during...

- Conversations with close friends
- Working with partner organizations in the progressive community
- When you speak to folks who have similar views, but don't believe change can happen through our democracy
- You find someone didn't vote in their local election
- Canvassing or even volunteering with other people

**Align with why,  
move to how**

# 3 minutes

## Reflection

- What about the ‘how’ resonates with you?
- If you believed politically like me, what would you be curious about in my belief of how change happens?

# Things to figure out for "how"

- How do they believe change happens?
- How can you communicate to them how change happens?

**"How" is the strategy  
for bringing your  
"why" into being.**

## **SCENARIO 3**

**Conversation with someone  
you are politically aligned with,  
and typically think change  
happens the same way.**

# This could happen during...

- Your fellows cohort, campus groups, chapter meeting
- During book club
- In your place of worship
- Digitally
- At your city council meeting

**Align with why, move to how,  
end with what**



# 3 minutes

Reflection

- **How do you feel seeing it all together?**
- **Are you compelled by what she is asking you to do?**

# Things to figure out for "what"

- What can you ask them to do or join?
- If they were to do this action, what would happen?



## GUIDED WORKSHEET

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**Let's practice**

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Recap – Knowing your why

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**Close and next steps**

# Debrief

Which phase of the framework comes easily to you?

Which technique do you respond most well to?

# Debrief

What types of organizing do you see this framework fitting into?

**And finally...**

**With November 2018 coming up,  
in what ways will you apply this  
framework to your own work?**



# Next session

# Effective conversations

## Part 4: Motivational interviewing

June 20 at 8 p.m. ET/7 p.m. CT

# Team '18

[ofa.bo/team18lead](https://ofa.bo/team18lead)

# OFA

**Thank you for joining today's training.**

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your feedback on today's training.

**[bit.ly/effectiveconvo\\_WHW](https://bit.ly/effectiveconvo_WHW)**