

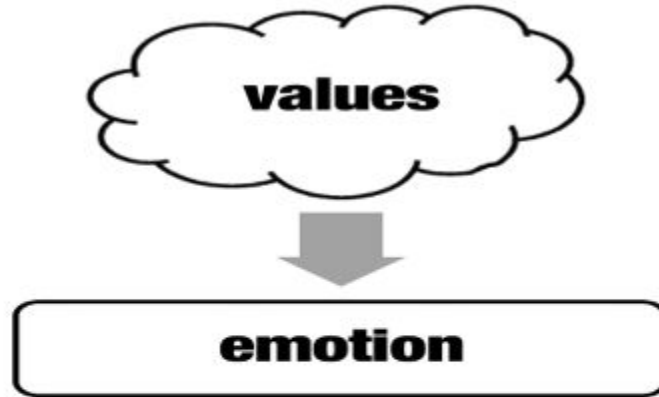
Persuasive Strategies

Advocacy Messaging

What messages will most effectively persuade your target and the people around them?

- Logical arguments
- Emotional engagement
- Self interest

Motivating Emotions



Delivery Matters too...

- How to deliver a message to a decision-maker?
- Which approaches might be more effective with a sympathetic decision-maker?
- Which approaches might be better for an oppositional decision-maker?

Concrete Plan(Critical Thinking/Logic)

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Emotional
Response



Action

Which Emotions Motivate?



Motivational Emotion

What emotions do you think might motivate elected officials to take action on CASE STUDY issue?

What emotions do you think might motivate residents to take action on CASE STUDY issue?



Story of Self

- Why am I motivated to do something about this issue?
- Which of my values are connected to this issue?
- What is unique about my personal connection to this issue?

Story of Us

- Why should our community care about this issue? Who is affected?
- Which community values are connected to this issue?

Story of Now

- Reasonable action to take NOW
- How does this action align with values?

Public Narrative Structure



Persuasive Listening

Offer connection and empathy

Identify possible area of alignment/agreement

Informs Story of Us. Where is the "Us" here? What are the shared values and potential points of agreement.

A Listening Continuum



A Listening Continuum



Underlying Mindsets

- My point is the most essential one
- Speaking with intelligence and credibility is how I persuade people
- There isn't much value in what this person is saying because:
 - I already know what they'll say
 - The information is redundant
 - Their perspective is irrelevant
 - This doesn't apply to me

Underlying Mindsets

- My point of view may not be the best one
- Inevitably, others have valuable information and perspective that will help shape my thinking
- Strengthening my listening will help me to be heard
- My job is to reach the best conclusion -- and that can only be accomplished by accurate, comprehensive listening--

How to have a discussion...

Ask questions to engage your audience

Share information

Listen