Campaign organizing bootcamp

Values based organizing; personal story

**Goals of Training**

1. Analyze underlying reasons why engaging in persuasive conversations is difficult, both individually and interpersonally
2. Apply the theory of ‘knowing your why’ to people you will talk to in your organizing work
3. Craft your personal story

**Agenda** & Talking points

1. **Speaking from your why**
	1. Rarity of Changing Your Mind
		1. **Critical idea to communicate -**- our beliefs are built on our experiences. Unknowingly, we have formed beliefs that are wrapped around our experiences (share example)
		2. When we challenge someone's opinion on something that they deeply care about, we are challenging how they orient to the world (which can be disorienting)
		3. If we think to a time when our opinion changed about something important (war, abortion, etc), it is likely that our opinion changed due to an emotionally resonant experience with that thing (ex -- a deep friendship, a compelling video paired with a discussion, college)
		4. A **tool that we can use is speaking from our VALUES** as well as speaking to the values of others
	2. Theory building with Simon sinek
		1. Start with why and not what
		2. Values should drive all of your strategy, and then your actions
	3. Example speech with Obama
		1. How does he communicate with values? (Answer -- personal story peppered with values)
		2. What values do you hear him state? (generosity, opportunity, family)
	4. Critical incident
		1. Let’s take time to narrow into our our values -- the ones that drive our own work and bleed through everything that we do
		2. Critical incident: critical incidents are events in your life that you can recall being an important moment for you in clarifying what you believe.
		3. 2 min individual reflection
			1. What values are beneath their ‘critical incident’? Participants should use the values list on their worksheet
		4. Partner share -- partners identify 2-3 values that they hear underneath their partner’s ‘critical incident’, and then check to see if if matches the self assessment above
		5. Group share
	5. Personal story framework
		1. Example personal story
			1. “Growing up in Central California, I have seen firsthand the importance of water in our community. As we speak right now, firefighters are risking their lives to contain deadly fires that are ravaging the Sierra Nevadas and surrounding communities, and I am truly terrified at the thought of my family - my parents, brothers, nieces, and nephews having to evacuate because the air they are breathing is toxic. Access to the quantity of water we need helps us contain these fires, as well as helps our local economy thrive with agriculture, jobs for farmers, and drinkable water from the ground table.”
			2. “In 2016, I voted for officials that would represent my beliefs about water access to government. I want our community’s future access to water to be guaranteed. If we continue on our current track, we know that the future of our community is shaky.”
			3. “Unfortunately, our pleas for creative solutions about the future of water in Fresno have gone unheard in Washington, which is why I am organizing with OFA and volunteers in our community to think of how we can address this critical problem.”
			4. “Would you join me for a house meeting with other volunteers to brainstorm how we can make sure our member of Congress protects families from fearing about water safety in the future?
		2. Key shifts in thinking -- knowing your audience is important, it’s a LOT harder for people to question your values and your story than it is to question facts
		3. Debrief
		4. Connect to next section -- we are going to use this values discussion in our next section on persuasion -- we have to be good listeners, be self reflective, and be really good listeners

Learning session plan:

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| **Time**  | **Activity**  |
| 00- :10 | OPENING -* Welcome to the session
* Introduction of Liz -- training director at OFA, obsessed with how people learn and grow -- believe we face complex challenges in our society, and that training is an entry point to bring others in to face those challenges, and equip them with all the skills, knowledge, and confidence necessary to address those challenges
* Hashtag reference
* Goals for session; agenda for session

**Framing question:** Why is changing someone’s opinion so difficult? |
| :10- :25  | INTRODUCING CONTENT --* Clip from ‘This American Life’- The incredible rarity of changing someone’s mind
* ***Key concept 1: Challenges to persuasion***
	+ Personal anxiety
	+ Perceived interpersonal differences
	+ Fractured political context and increased polarization
	+ The “ask” typically associated
		- How many of you live in a neighborhood where you are ideologically aligned with your neighborhood? Town? Congressional district?
			* Reinforces ways of talking that are alienating to people
		- How many of you think we can win the house without talking to people that we are not aligned with? How many of you have posted something on facebook that has led to a conversation where someone has changed their mind?
			* Calling out cognitive dissonance
* Clip from ‘Start with why’- Simon Sinek (7:21- 7:24)- 1:36- 4:36
* ***Key concept 2: Golden Circle - framework***
	+ WHY, HOW, WHAT
	+ We can address challenges to persuasion when we speak to the WHY, rather than the HOW and WHAT
* ***Key concept 3:* You have to be curious and self reflective about YOUR why, as well as your neighbors**
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| :25- :45 | APPLICATION -- * Barack Obama example
	+ <https://www.youtube.com/watch?v=_fMNIofUw2I> (Obama’s 2004 keynote speech) -- root value
	+ What values do you hear him communicating?
	+ Narrowing in on our values and beliefs aids us in understanding our ‘why’
* Activity: Individual and partner practice: Get to the root of your values and beliefs
	+ What issue do you deeply believe in and fight for?
		- Why is that important 5X
		- 2 minute partner share -- share where you started & where you ended; what is more compelling, feedback for partner
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| :45- 55 | SYNTHESIS* How does this apply to your community organizing work?
* Asking them why they came today -- most people start at the level that is not at the level of values -- looking for an emotionally resonant experience; real lived experience with emotional weight
	+ Why -- leading into critical incident piece
	+ Then depends on your audience and who you talk to -- connect on something and then build up to policy discussions -- applies to canvassing and with personal relationships, also with volunteer recruitment
	+ Personal story
	+ 1:1s
	+ Deep canvassing
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| :55- 1:00 | CLOSING * Debrief: what changes do you want to make in your communication style in organizing? Where do you predict this will be difficult?
* Group share
* Teaser for next section -- effective listening
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