Persuasion Conversation Indicators

**Why:**

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| **Personal ‘why’ questions** | **Questions to ask your audience** | **Indicators to stay discussing ‘why’** | **Indicators to move to ‘how’** |
| - What is my belief?  - What is my cause?  - Why do I do what I do?  - Does this ‘why’ feel compelling to others? | - 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? | - 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 | - 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 |

**How:**

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| **Personal ‘how’ questions** | **Questions to ask your audience** | **Indicators to stay discussing ‘how’** | **Indicators to move to ‘what’** |
| - 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? | - 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’? | - 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 | - You both have discussed and aligned on why they do what they do, and how this plays out in their lives |

**What:**

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| **Personal ‘what’ questions** | **Questions to ask your audience** | **Indicators they are ready to make change with you** |
| - 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? | - Can you join me in doing XYZ?  - This event is coming up... are you free?  - | * 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 |