WORKSHOP #3

Objectives:

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

Session plan:

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| **Time** | **Activity** |
| 00- :10  EE | OPENING - LIZ   * Welcome group & thank them for joining the call * Liz introduces self; introduces Alexis * Introduce OFA & our work * Plug #OFAction on twitter to share insights * Overview of training series * Overview of objectives for the training * Overview agenda for the night   **Opening :** From the last session, you worked on being able to identify your ‘why’. We worked through the importance of finding your why, as well as ways to identify your why. If you weren’t able to join us, we will have a quick recap at the beginning of this call as well as delve into examples of what this looks like in practice, and when using the framework is most effective.  **Question in chatbox**-- What does June look like outside where you are? |
| :10- :25  AC | RECAP CONTENT & PRACTICE WHY - ALEXIS   * When to use this framework:   + You can use it when you are talking to someone politically different than you, you can use it when you talking to someone politically similar to you, you can use it when someone is politically similar but does different actions   + When you use this framework, you are trying to transform a way that a person looks at something -- you are typically trying to connect with their values * Review of Simon Sinek’s theory (theory of why and one method in identifying it) (15 minutes)   + You must know your why; there are various ways to start figuring that out   + Show Golden Circle slide   + One way is using the *critical incident framework,* sleuthing for values underneath it, and then communicating it effectively   + We will show one example of what this looks like, as we ran out of time last time to really delve into an example   + Example: <https://www.youtube.com/watch?v=UF8uR6Z6KLc> (0:46- 4:25)   + **Question for the chat box:** What is Steve Job’s why? What values are underneath? How does he communicate it? Does it resonate with the audience? * It’s not enough to know your why -- you have to identify a how that flows out of your why, and then your what.   + Be nimble in conversations that require different things   + Show Golden Circle slide   + We want to use today to walk through indicators in a conversation that show when you are ready to move from why, to how, to what, and give as many examples as we can throughout it as it applies to organizing |
| :25- :45  EE | APPLICATION (reference why, how, what framework) -- LIZ   * SCENARIO 1: You are talking to someone, and realize they are not aligned politically with you. You may be canvassing, you may be talking to your neighbor, you may be at a city council meeting:   + **STAY WITH WHY**   + 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; see how it lands   + **Story example 1**: share ‘why’ with the group   + **Chat box:** If you were different from Liz politically, what about her ‘why’ resonates with you? What questions would you have for her? How would you use her why if you were talking with her? * SCENARIO 2: You are talking to someone, and find out they are politically aligned with you, but are taking different actions that might not align with what you think is good for our democracy   + **ALIGN WITH WHY, MOVE TO HOW**   + How questions to figure out -- how do they believe change happens? How can you communicate to them how change happens?   + **Story example 2:** share with the group     - Liz shares her why and how change happens   + **Chat box: What about Liz’s why resonates with you and what questions would you ask to identify how else change happens.** * SCENARIO 3: You are talking to someone, and find out they are politically aligned with you, and typically think change comes in the way that you think it does as well   + **ALIGN WHY, HOW, WHAT**   + Questions to ask them: What can you ask them to do, join? If they were to do this action, what would happen? (This is the situation that we all want!)   + **Story example 3**: share with the group; asking someone to join an event that is happening * Closing share -- worksheet share of how you know you are ready to move to the next stage (indicators worksheet) |
| :45- 55  EE | SYNTHESIS -- LIZ   * Which phase of the framework comes easily to you? Which technique do you respond most well to when people do for you? Which trap do you fall into? * What types of organizing do you see this framework fitting into? With January 2018 coming up, in what ways will you apply this framework to your own work? * Q & A |
| :55- 1:00  EE | CLOSING, SURVEY, TEASER FOR NEXT TIME -- LIZ   * **Chat box:** What is one thing you are taking away from this training? * Teaser for next training:   + Deep Canvassing   + Give date/time of next training * Survey - <http://bit.ly/effectiveconvos_WHW> * Express gratitude and appreciation |