



# Structured Organizing Conversations





# Six Steps for Structured Organizing Conversations

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1. Introduction

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2. Issues & Agitation

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3. Vision & Education

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4. Call the Question / Frame the Choice

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5. Inoculation

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6. Next Steps & Follow Up

# 1. Introduction



Set the context, purpose

Broad overview



Who you/we are



Why we are here/talking

Be clear, concise, confident

# 2a. Issues & Agitation



Find out what is important to *them*

70% Listening / 30% Talking



Ask open ended questions

Ask follow up questions



Don't make assumptions about their motivation

Repeat back their issues

## 2b. Issues & Agitation

Don't be more agitated than they are

Direct their anger at the people in control

Motivate them with their frustration at the status quo

*This step is key – keep coming back to the issue they care most about to motivate them*

# 3. Education & Vision



Give details about how the campaign will work



This section answers the question: “What can we do?”



Give a vision of how it can be different

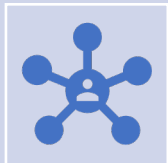
# 4a. Call the Question & Frame the Choice



Assess what they think of the plan to win



Ask if they are ready to get involved  
& what they are willing to do



Make a specific & direct *Ask*

Tie it back to their issue

Ask about their networks & if they will ask others to get involved!

# 4b. Call the Question & Frame the Choice



Express why THEY need to be involved

*“Nothing is going to change without YOU”*



Push back on a NO

A “maybe” or “I’ll think about it” is a NO



Long, uncomfortable silence is OK!

Again, tie it back to their issue



# 5. Inoculation



Prepare them for pushback



Let them express what they think will be a barrier



Don't scare them

# 6. Next Steps & Follow Up



Make a specific, manageable plan

Makes it more likely they will have success



Set a specific date and time for follow up



Make sure they have the information they need to succeed! This will build their confidence

Slides based on materials from Jane McAlevey, organizer and author of:

“No Shortcuts – Organizing for Power in the New Gilded Age”

For a great video with Jane McAlevey herself, check out:

[https://drive.google.com/file/d/1rgIS83rXCnSrlmNYgdI4XbsqFVzTZ55h/view?usp=share\\_link](https://drive.google.com/file/d/1rgIS83rXCnSrlmNYgdI4XbsqFVzTZ55h/view?usp=share_link)