



STRUCTURED ORGANISING CONVERSATION

Steps for having persuasive conversations to create change.

GREENPEACE



1. Introduction – How do you introduce yourself? Introduce who you are, where you're from, your values. Build Rapport – Make the other person feel at ease. Asking open questions means you get an insight into their views and how much they know.



2. The Issue

Introduce the particular issue and find out what they think about it. (open questions)



3. Education – Give them information they may be missing. You want to encourage people to feel hopeful that taking action will lead to a positive outcome on the issues they care about.



4. Action/Commitment – Leverage their concern into action. It could mean repeating their views back to them, and bridging to the campaign action.