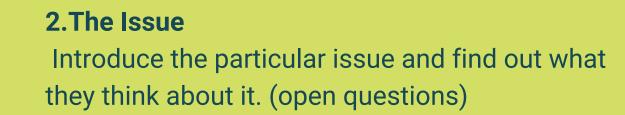


## STRUCTURED ORGANISING CONVERSATION

Steps for having persuasive conversations to create change.

## GREENPEACE

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.





**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.