The Art & Science of Making People Care

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THE ART + SCIENCE OF MAKING PEOPLE CARE
LET’S START WITH AN EXERCISE…

1. Think of a time when someone (or something) got you to care about something you hadn’t cared about before.

2. What happened to make you care/ change your mind?
THE KEY ELEMENTS OF MAKING PEOPLE CARE

EMOTIONAL PULL

STORY

PERSONALIZATION

HOPE
People don’t act because they don’t have access to information or know how to act.
People don’t act because they don’t believe in the cause/idea.

BELIEF DEFICIT MODEL
LESSON #1: KNOW YOUR AUDIENCE

Treat your audience like an anthropologist – not only seeking to understand them, but to put yourself into their shoes.
Across issues, effective communicators have been able to frame the discussion around ideas that connect with things that matter to many, if not most Americans. And these communicators are happy when others get stuck in the basement of culture wars (citing statistics about the safety of pediatric vaccines) while they trade in big, culturally resonant ideas (loss of control over a parent’s decision to do what they see is right for their kid).

- Nat Kendall-Taylor, Frameworks Institute

College Education Linked to Higher Pay, Job Security,

Ga. college degrees boost pay by $1M over a lifetime, study finds

New Study: College Degree Carries Big Earnings Premium, But Other Factors Matter Too
LESSON #2: BEING EMPATHETIC > BEING RIGHT

We must listen to opposing viewpoints and develop genuine empathy to be effective social-issue communicators.
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LESSON #3: FRAMING MATTERS

The words and phrases you use can either open up or shut down those we need to move most.
MY BODY
MY CHOICE
LET’S END WITH AN EXERCISE…

1. Think of a time when you tried to change hearts and minds and it didn’t work.

2. What could’ve gone differently?
IN SUMMARY: WE ARE ALL STORYTELLERS

Communications is uniquely human, and we must lean into our humanity if we’re to effectively change beliefs.
Meet Gina.
Age 3.
Storyteller extraordinaire.
Feeling inspired?

PLEASE RATE THIS SESSION BEFORE LEAVING