



Steps in a 1:1 Organizing Conversation

1:1s are an intentional meeting where we share stories, learn each other's values, explore each other's interests and resources, and decide whether to commit to working together.

Their primary purpose is to help us decide if we are going to commit to working together and deepening the relationship and organizing.

Six Steps In an Organizing Conversation:

- **Introduction:** Frame the conversation
- **Issues & Stake:** Use questions and stories to uncover what they most care about
- **Agitation:** Ask more questions to identify who's responsible
- **Education, Vision, & Plan to Win:** Share the larger vision and collective plan to win and build long term power
- **The Ask:** Invite them to take a specific action towards the plan to win
- **Next Steps:** Help them follow through on their commitments

Instructions:

Take a moment to think about an upcoming one-on-one you already have planned or that could likely happen in the next 2 months.

Use the third column in the table below to prepare your talking points for hitting all six steps in your one-on-one.

	What YOU Do	What THEY Do	Your Talking Points
1. Introduction	Confidently frame the conversation: why you're here & why you're talking specifically to them	Demonstrate, verbally or nonverbally, even a little openness to having a conversation	

2. Issues & Stake

Use questions to identify what they care about and what motivates them to action, like:

- If you could wave a magic wand, what would you change?
- Why does that mean so much to you?
- What do you like/dislike about that?
- What would it be like if it were different?
- And then what happened?

Note when their face lights up, body movements or tone of voice get louder or bigger

Summarize what you've heard about what they care about and why

Green Light

Give specific examples from their lives (enough detail where you can “see the story”)

Demonstrate we've hit on their “stake” through body language: raise their voice, use more gestures, more intense eye contact
→ *Continue to Step 3, Agitation*

Yellow Light

Haven't given us a real sense of their “stake” in the issue through stories, body language, words

→ *Keep looking for what they care about*

3. Agitation

Use questions to uncover causes of the issue and the need for action, like:

- Why do you think that is?
- Who do you think is responsible?
- What's keeping the problem from being fixed?
- Who's benefiting from it *not* being fixed?

Encourage them to blame our targets for the problem they want to see changed

Green Light

Express that something could and should be done to change the status quo

Name one of our possible targets as the problem, not “us” or people we care about

→ *Continue to Step 4, Education, Vision, Plan to Win*

Yellow Light

Don't demonstrate heightened body language or not ready to blame our targets for the problem

→ *Keep exploring here*

4. Education, Vision, Plan to Win

A. Summarize their stake & our shared interest: “I heard you say you really want [THIS PROBLEM] to change, because [THEIR STAKE]. And I want that too because [YOUR STAKE]”

B. Educate: “...But [THIS OPPONENT] is standing in our way. Things can be different. [THIS IS HOW WE KNOW]...”

C. Vision: “...The good news is, we are [TAKING THIS COLLECTIVE ACTION] so that we can all enjoy [THESE DIFFERENT CONDITIONS]...”

D. Plan to Win: “But it will take us [DOING THIS TOGETHER]. If we [DO THIS], by [THIS DATE], [THIS THING] will happen... And we’ve seen that work before, like in [THIS EXAMPLE]...”

Green Light

Demonstrate open

body language

Express openness to
our analysis of the
problem

Express openness to
collective action to
solve the problem
→ *Continue to Step 5,
The Ask*

Yellow Light

Demonstrate

skepticism about our
analysis of the
problem, our vision, or
plan to win

→ *Explore their
objections or go back
to Step 2, Issues &
Stake*

	Use questions to gauge their readiness for action, like: • How much of that is new information? • Have you heard about that? • What do you think now that you've heard how things could be different? • What do you think of that plan?		
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5. The Ask

Frame the choice:

"You care about [THIS CHANGE] because [THEIR STAKE], but that can only happen if we [TAKE THIS ACTION]..."

Can I count on you to [THE ASK]?"

Don't say anything until they answer.

Ask follow-up questions & return to earlier steps if they express ambivalence.

Use follow up questions, like:

- What do you think will happen if you do?
- What do you think will happen if you don't?

Green Light

Give you a "clear yes":
body language and words both communicate they will follow through
→ *Continue to Step 6, Next Steps*

Yellow Light

Ambivalent response, uncertain, unclear
→ *Back to Steps 2-4*
Hard "no": This is the wrong ask or the wrong time

→ *Back to Steps 2-4*
-or- *end the conversation*

6. Next Steps

Use questions, like:

- When do you think you'll ___?
- How should I follow up?
- When can I call to follow up?

Summarize what they agreed to do, by when, & how you'll follow up

Clear instructions on how and when to contact them, and specific times by which they will have completed any action steps