

Conversation Checklist

Review this before every advocacy conversation.

Before the Conversation

- I know my mission statement and can say it in 60 seconds
 - I've identified my specific listener (not "people in general")
 - I've anticipated their top 2–3 objections
 - I've prepared ALARA responses for each objection
 - My Story Map micro-story is drafted and heat-checked
 - My incremental ask is one step, not a lifestyle overhaul
 - My pre-suasion strategy is planned
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Am I Ready? (Module 1.4)

- I'm rested, fed, and hydrated
 - I'm not already angry, hurt, or depleted
 - I know my triggers and have responses ready
 - I have someone to debrief with afterward
 - I'm willing to walk away if I can't stay grounded
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During the Conversation

- I'm listening more than talking
 - I'm responding, not reacting
 - I'm using curiosity, not lectures
 - I'm finding common ground before presenting my view
 - I'm welcoming objections as engagement
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Ethical Check (Module 1.7)

- No invented facts or exaggerations
 - No dehumanizing labels
 - No shame as fuel
 - I'm choosing trust over "winning"
 - I'm offering a graceful exit
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After the Conversation

- I thanked them genuinely for listening
- I left the door open for future conversations

- I have a follow-up plan (what and when)
- I debriefed with someone I trust
- I celebrated the conversation happening — regardless of outcome

The goal is not to change someone's mind in one conversation. The goal is to plant a seed and keep the door open.