

# Effective Communication Guidelines

## Goal Attainment

- Set a clear goal: Convincing the person to **Vote Yes on 4**.
- Keep your goal in mind.
- Don't get side-tracked with other issues or get drawn into the weeds.
- Avoid "What if...?" conversations.
- Don't let your emotions get in the way of communicating your message.

## Context

Assess the context: Person and situation.

- What do you know about the person to whom you are speaking?
  - Don't make assumptions; ask questions.
- What opportunities and challenges are inherent in the setting?
  - E.g., If you are phone banking the person can hang up.

## Conversation Starter

- Begin with an opener that will keep the person engaged.
- Use language likely to establish common ground.

## Body Language

Approach the person with a pleasant facial expression and maintain it

- Smile even if you are on the phone.
- Maintain eye contact without staring.
- No eye rolling or scrunched up face.
- No tsking.

Keep your posture open and friendly.

- No arms folded.
- No switching weight from side to side or foot tapping.

## Listening

Listen attentively to understand.

- What is the person actually saying?
  - Clarify, if you are not sure. "Tell me more about that."
  - Check your comprehension by saying, "Let me see if I'm understanding you correctly..."
- Don't be formulating your response instead of listening.

## Responding

- Find a good entry point to respond.
  - A logical break in expressing a thought.
  - A pause in speaking.
  - Don't interrupt while a person is making a point.
- Acknowledge what the person is saying.
  - "What I think I heard you say was..."
- Make a counterpoint respectfully, using "softeners."

- Did you know?
- Have you considered?
- Not “You’re wrong” but “Well there is some confusion out there about the facts, but ...”
- Use words your listener is likely to understand.
- Show empathy for circumstances that may have led the person to their stance on the issue. “ I can imagine how hard it was...”.

**Vocal Tone**

- Maintain a pleasant vocal tone.
  - Use pitch, stress and volume carefully.
    - E.g., modulate volume, even as the conversation may get heated.
  - Avoid sarcastic or condescending tone.
- Don’t sound preachy or pushy.

**Conversation Closing**

- Summarize the outcome.
- End on a positive note:
  - Thank you for speaking with me today.
  - To supporters: Are there friends and family you can speak with about Voting Yes on 4?
  - To non-supporters: I hope that you will reconsider your decision and can find a way to Vote Yes on 4.

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