

# One-to-One Conversations

November 19, 2019



**Mobilizing Action Toward  
Community Health (MATCH)**  
University of Wisconsin Population Health Institute  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

# Today's Objectives

- Identify the basic elements of a one-to-one
- Understand how to prioritize who to host one-to-one's with
- Explore best practices for hosting great conversations
- Practice one-to-ones

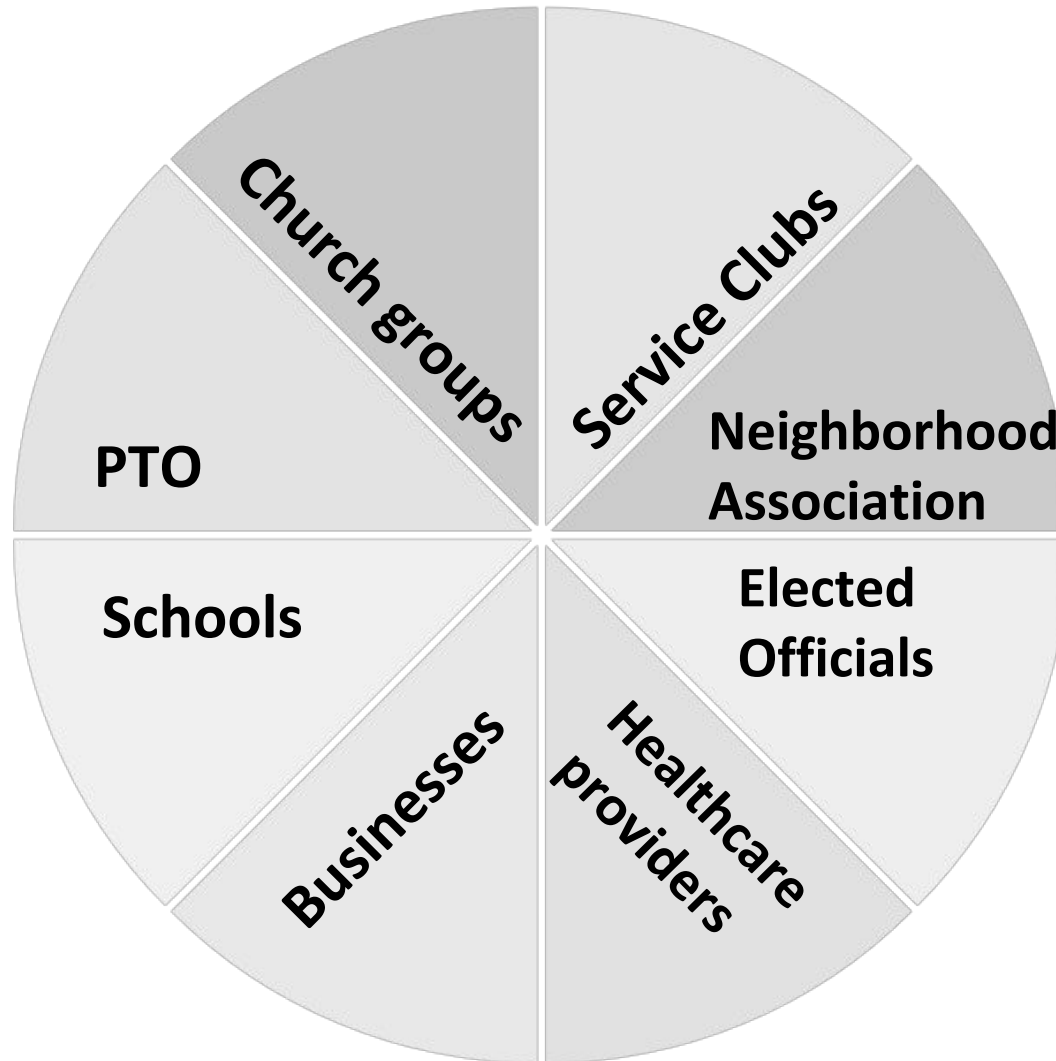
# Who are the people most impacted by the issues you are addressing?

List five groups of people who are most impacted (in no particular order)

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- 
- 
- 
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# Across Both Formal and Informal Sectors

Who are you already engaging? Who's missing?



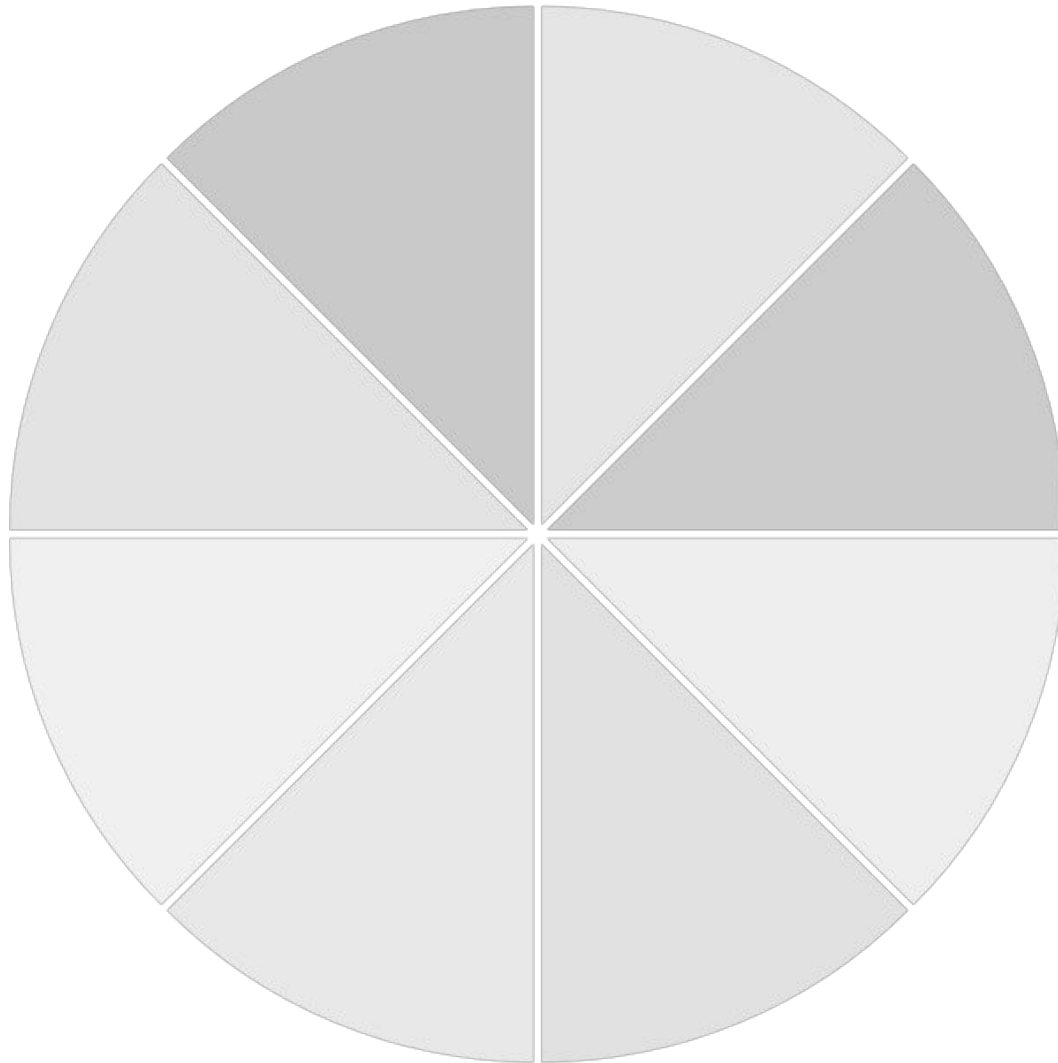
# Formal and Informal Sectors

**Informal Sectors:**  
those parts of the  
community best  
connected to the  
*residents*  
*themselves* such as  
neighborhood  
associations, PTOs,  
and church groups

**Formal Sectors:**  
those parts of the  
community that  
represent the *major*  
*institutions* in the  
community such as  
government,  
education, health,  
and business

# Activity: Map your Existing Partners

Who are you already engaging? Who's Missing?



# POWER

Decisive  
decision-making  
power or  
influence

Active  
participant in  
decision-  
making

Power to have  
major influence on  
decision-making

Die Hard Against

Active Against

Inclined Against

Inclined Towards

Active Support

Die Hard Support

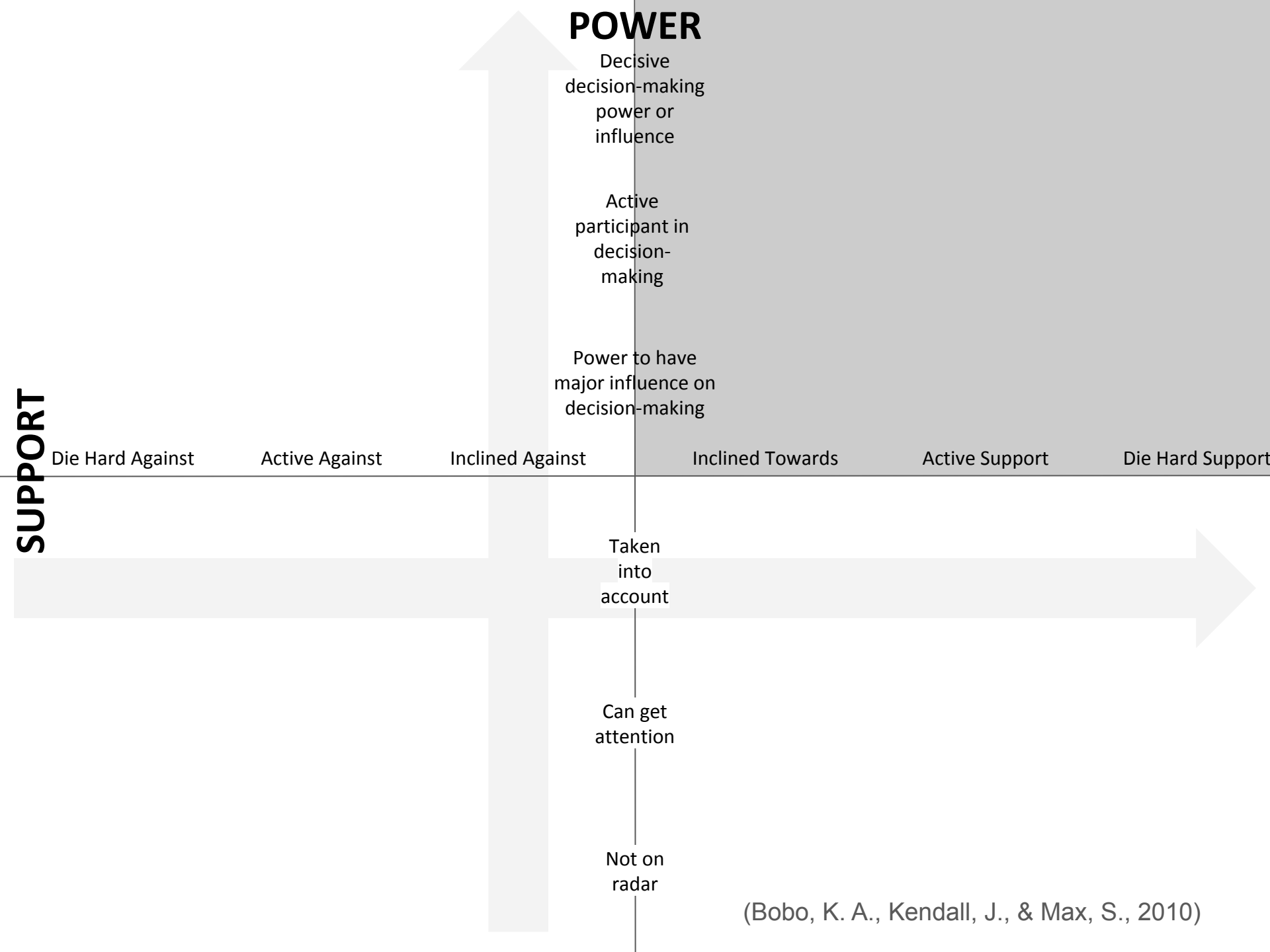
Taken  
into  
account

Can get  
attention

Not on  
radar

(Bobo, K. A., Kendall, J., & Max, S., 2010)

**SUPPORT**



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Intro Activity -  
brainstorm on your own

**Take a couple minutes to think the last really great conversation you've had.** Have it be something that you are comfortable sharing in a small group.







## Pair and Share

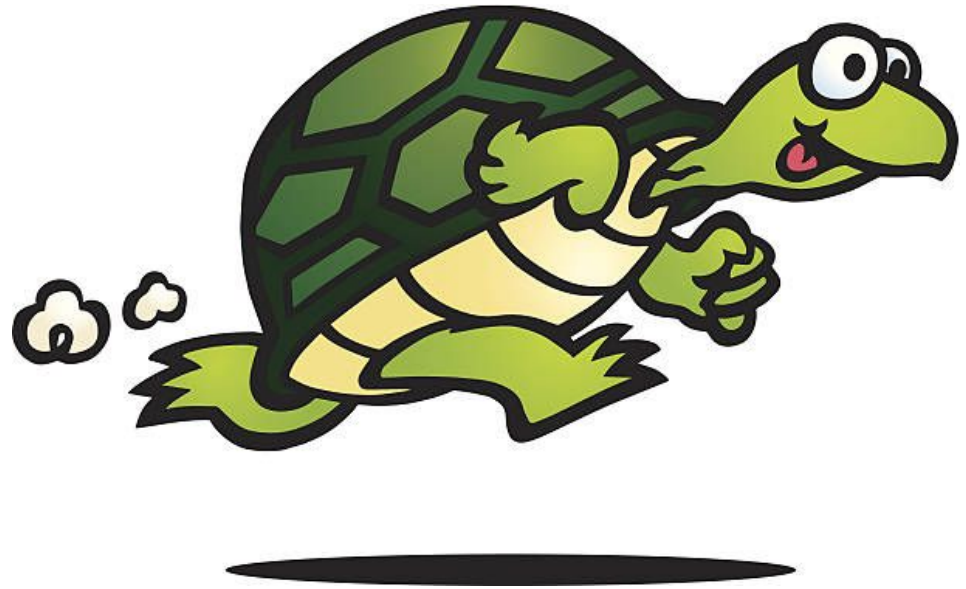
- 5 mins
- No more than 2 people
- Share your “really great” conversation with one other person
- Be sure both partners have time to share


### Some prompts:

- Think about what happened?
- How did you know that the conversation was rewarding? What conditions made success happen?
- How was the conversation started? How did you know the person was authentically engaging you?

# Report Out

- How did that go?
- What did you notice about the questions that we asked?





If you were going to start a kickstarter campaign to raise money for an exciting new invention, and you wanted to raise at least \$5 from a bunch of people, who would you ask first?



Relationships are  
more motivating  
than information

**SWINE FLU  
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[www.direct.gov.uk/swineflu](http://www.direct.gov.uk/swineflu)

**IMPORTANT  
INFORMATION  
ABOUT  
SWINE FLU**

This leaflet contains important information to help  
you and your family - **KEEP IT SAFE**

(Weiss, M., Schirmer Devitt, M., Cyprian, C., 2008)





Relationships +  
Interest =  
Ability to Mobilize



**Why do people get involved?**

If we want to get people involved, we have to understand who they are and what motivates them in the first place.

**How do we find out all of these  
things about someone?**



**BY ASKING!**

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## **Definition of a 1:1 Conversations**


**An intentional conversation with a person. The goal is to build a relationship with that person by understanding who that person is, what their “story” is and how you connect.**

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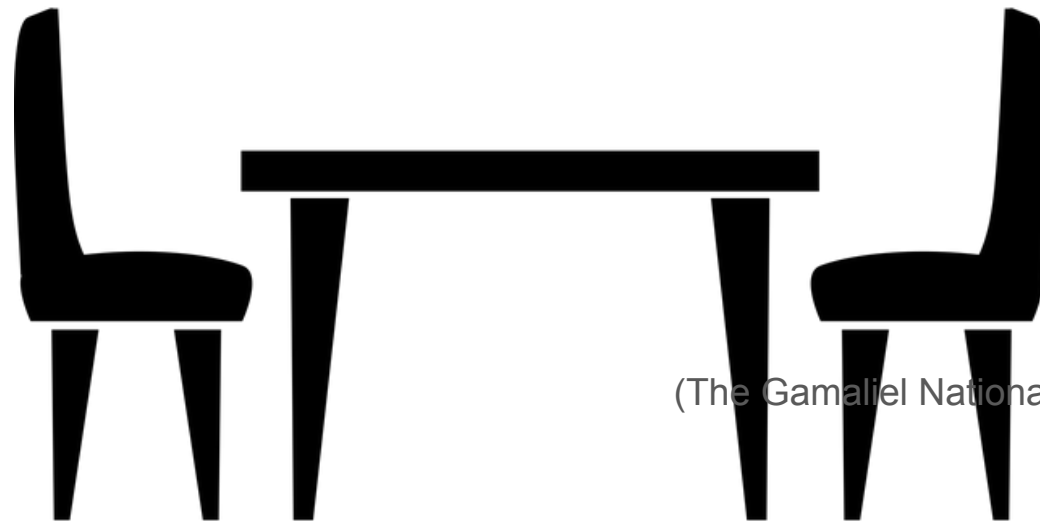
(The Gamaliel National Network, ND)

# Goals of a 1:1

- Find out about them
- Their story
- Their values
- Share your own story



The world  
is made of stories,  
not of atoms.  
~ Muriel Rukeyser



(The Gamaliel National Network, ND)

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## The 2 most important aspects of 1:1s

1. **Active Listening**  
\*80/20 Rule\*
2. **Asking Powerful Questions**  
(using and asset-based lens)



(The Gamaliel National Network, ND)

**Powerful questions encourage people to think deeply and share answers they really believe.**

- Can't be answered with "yes" or "no"
- Thought-provoking, invites reflection, and helps find deeper meaning
- Expands possibilities or focuses attention
- Brings underlying assumptions to light
- Stimulates curiosity and creativity

# Additional best practices

- 45 - 60 minutes in length
- Schedule in advance
- Face to face is best
- Choose a comfortable location
- Think beyond professional titles
- Avoid taking notes during your conversation

# Basic Elements of A One-to-One

- Step 1: Break ice and re-establish connections
- Step 2: Ask powerful questions and listen to understand their self interest
- Step 3: Thank them for their time and connect their self interest to next steps



## Step 1: Break ice and re-establish connections

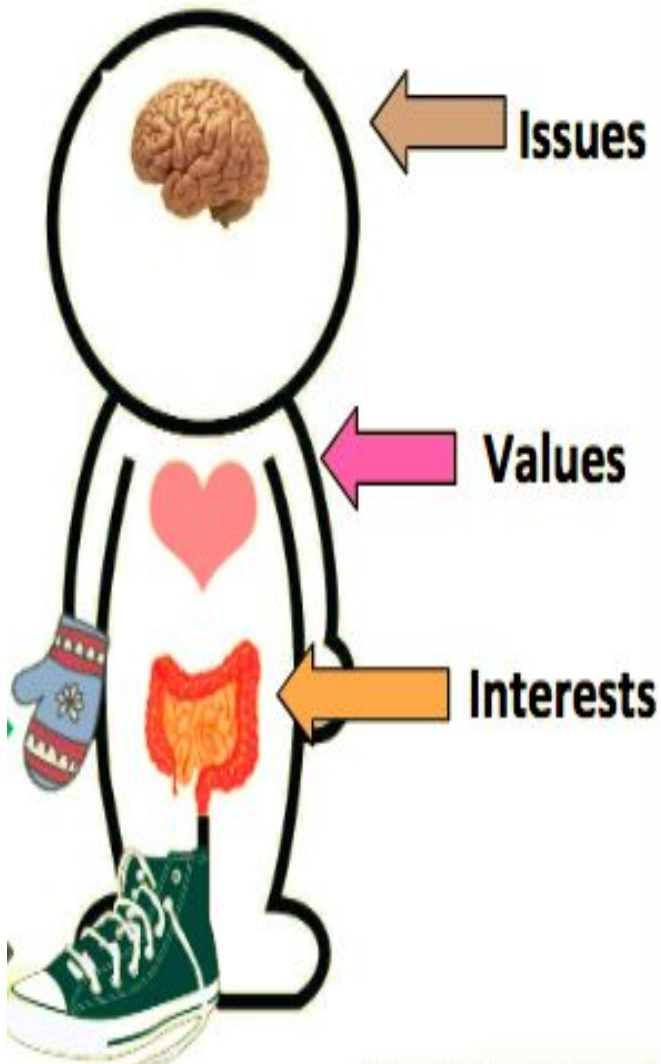
*Hi how are you? You have a beautiful home or The coffee is good here.*

*As I mentioned on the phone, I am an organizer working with Badger county and Maria suggested that we talk because you have served on the school board for the last 5 years...*

(The Gamaliel National Network, ND)



## Step 2: Ask Powerful Questions and Listen to understand their self interest



1. **Discover self interest through powerful “what” and “why” questions**
  - *You have been in the neighborhood a long time, how have you seen it change?*
  - *What are your concerns as a parent sending your kids to the public schools?*
2. **Probe further with why questions:**
  - *Why are you concerned with that?*
  - *Why is that important to you?*

(The Gamaliel National Network, ND)



thank  
you

designed by  freepik.com

### Step 3: Thank them for their time and connect their self interest to next steps

- *We will be doing this kind of 1:1 outreach for the next several weeks. After that we plan to have a big public meeting to address some of the main concerns that people have such as (something they mentioned earlier in the 1:1).*
- **THE ASK:** *When we hold this meeting, would you be interested in attending?*
- *Thank you so much for taking time to meet with me!*

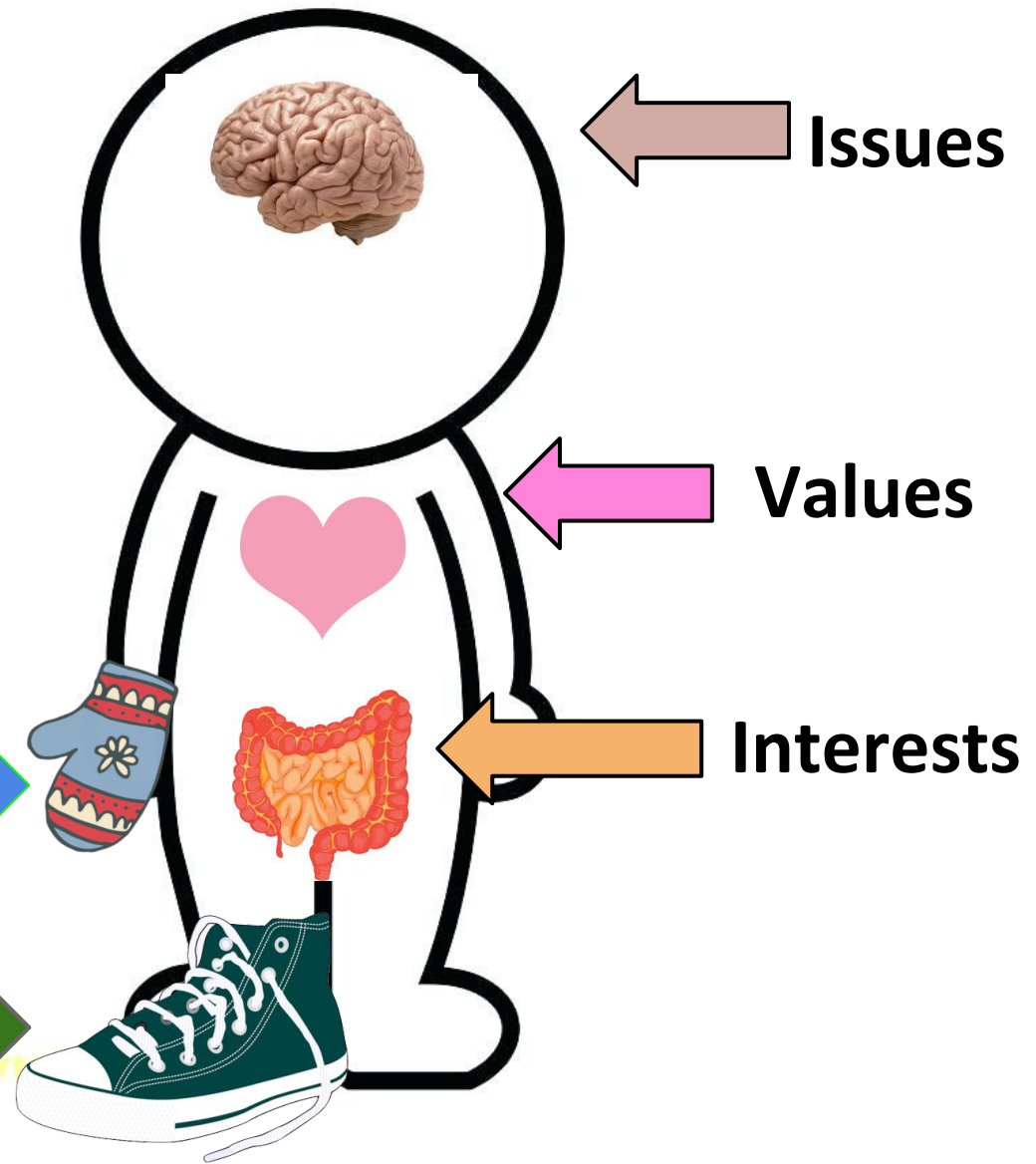
(The Gamaliel National Network, ND)

***What  
motivates this  
person?***

**Contribution**



**Commitment**



**Let's Practice!**

# Pair Up - each person will have 15 mins

- Step 1: Break ice and re-establish connections
- Step 2: Ask Powerful Questions and Listen to understand their self interest
- Step 3: Thank them for their time and connect their self interest to next steps

## Recap: Why are strong relationships important?

- **Builds Power:** Strong base of support in the community and in different parts of the community
- **Increases your understanding of interests, issues and values** about what is important to community members
- **Understand contributions and commitments:** Gives you a good idea about how to engage people based on their strengths and their interests (this can be a second 1:1)
- **Sustain long-term change:** Good relationships build trust in the work and this is the way we sustain long-term change

# Resources

- Bobo, K. A., Kendall, J., & Max, S. (2010). Organizing for social change: Midwest Academy manual for activists. Santa Ana, CA: The Forum Press.
- Emery, M., Hubbell, K., & Miles-Polka, B. (2011). A Field Guide to Community Coaching. Retrieved from [https://cyfar.org/sites/default/files/cyfar\\_research\\_docs/A%20Field%20Guide%20to%20Community%20Coaching.pdf](https://cyfar.org/sites/default/files/cyfar_research_docs/A%20Field%20Guide%20to%20Community%20Coaching.pdf)
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- The Gamaliel National Network. (ND). Resources presented at Gamaliel National Training. Website <https://gamaliel.org/>
- Wolff, T. (2010). The power of collaborative solutions: six principles and effective tools for building healthy communities. San Francisco, CA: Jossey-Bass.