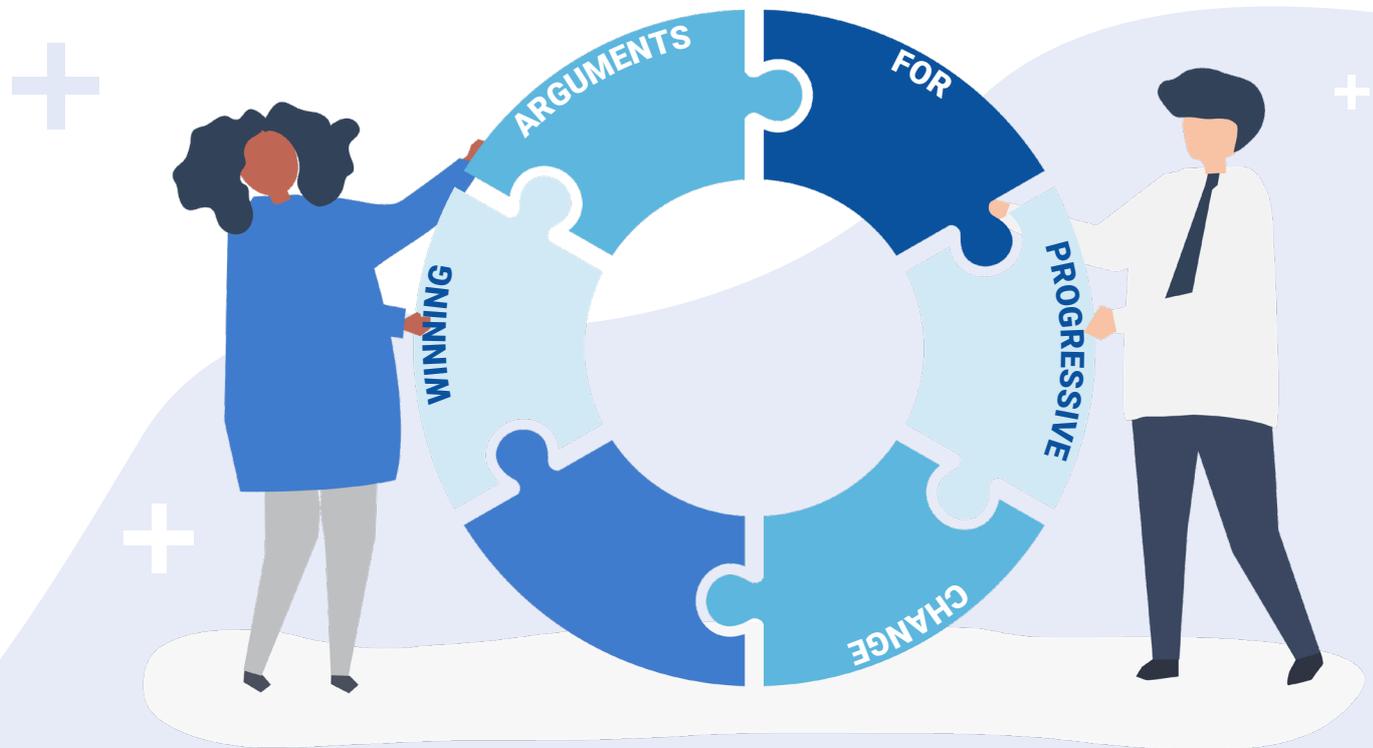


Tips for Communicating



About the Toolkit

Whether you look at public services, working life, the climate, inequality, welfare or immigration - we are moving backwards. Most people have felt the pinch and dislike injustice, but many also feel that inequality is inevitable. Some lack faith that politics can do anything about it. How do we empower people to believe in a progressive alternative vision?

This is part one of a toolkit series which aims to give helpful tips about how to communicate progressive ideas and values to win arguments for transformative change. This briefing is focused on how to communicate effectively. It can be used to assist conversations on the doorstep, at work or in a social setting.

Why language matters

The way we communicate – the words, phrases, stories, experiences we share – actually shapes how people understand and respond.

By using certain narratives and words we may unintentionally bring to mind and reinforce unhelpful associations in our audience. Sometimes, our message can simply be lost in translation.

If we keep approaching conversations in the same way we will get the same responses. Language is key to creating change and showing that

change is possible. We need to listen to each other and understand our audiences' perceived reality and then craft our message in such a way that speaks to our values and their worries.

The best way to do this is through story-telling. Yes, we need experts and data-crunchers, but telling a story resonates with people's worldview and can change people's minds. So getting our story right, from the Left, is vital.

Full toolkit
coming soon

class

conversation tips

When having conversations here are some things to remember:



Start with them

Ask them what local and/or national issues they are worried about.

It's not about you!

Listen, empathise and ask questions about their point of view to understand where they are coming from. Remember, this is not a debate; you are here to provoke new ways of thinking.

Keep it local

Many national issues have a local focus, such as local schools, hospitals and council services. Many find it easier to relate to issues in their neighbourhood so keep it local.

Keep people at the centre

Always share real people's stories or even better, your own experience. Name people who ought to be held accountable and those fighting for change.

Find common ground

Appeal to shared values of compassion and solidarity by talking about worries and hopes that you both share, or issues you both care about. Reinforce the notion that we are all on the same side by using inclusive language.

Kill them with kindness

Some conversations can be difficult and occasionally people will be hostile. Make sure you keep kind and positive. Inevitably there will be times you need to walk away.

Change is possible

Using examples to show people that change has already happened. Or show them how they can get involved. We want to avoid provoking a sense of inevitability or fatalism.

Highlight the cause not just the symptom

This redirects the resentments or anger that people might feel towards the real cause.

Be positive!

Smiling, maintaining eye contact and open body language matter. Do not suppress your passion, determination and optimism, as this can inspire other people around you.

Keep your language simple

This allows the ease of conveying your point and is more likely to stick with your audience. If you use technical language be sure to explain it.

Paint a vision of the future

Help people imagine a better future to overcome fatalistic ideas that there is no alternative.

1. What is the problem?
2. What is the cause?
3. How should we feel about it?
4. What is the solution?

Remember to tell complete stories which go from the problem to the solution

1. Can't get a GP appointment.
2. Biggest ever funding squeeze to the NHS.
3. Outraged!
4. Long-term investment by a party you can trust with the NHS & healthcare.