Mutual of America Financial Group℠
Retirement Services • Investments

From Division to Dialogue

Advocacy That Builds Bridges

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Today's Discussion

Advocacy is a process

Emotional intelligence in advocacy

Know your goal

Ask-Learn-Align model

Bridging the divide

Final remarks

Advocacy is not a Protest, it is a Process

"If you had experienced this, you'd understand"

Misuse of Data or Anecdotes

"That's wrong/That's incorrect"

Appeals to Morality or Emotion Over Policy

"It's common sense"

"Nobody supports this"

"This is a moral obligation"

Friendship Formula

P+F+D+I = Friend

Proximity – Frequency – Duration – Intensity

Rigid or Demanding Language

"This never works"

"This always happens"

Overgeneralizations & Absolutes

"You don't care/You're ignoring the issue"

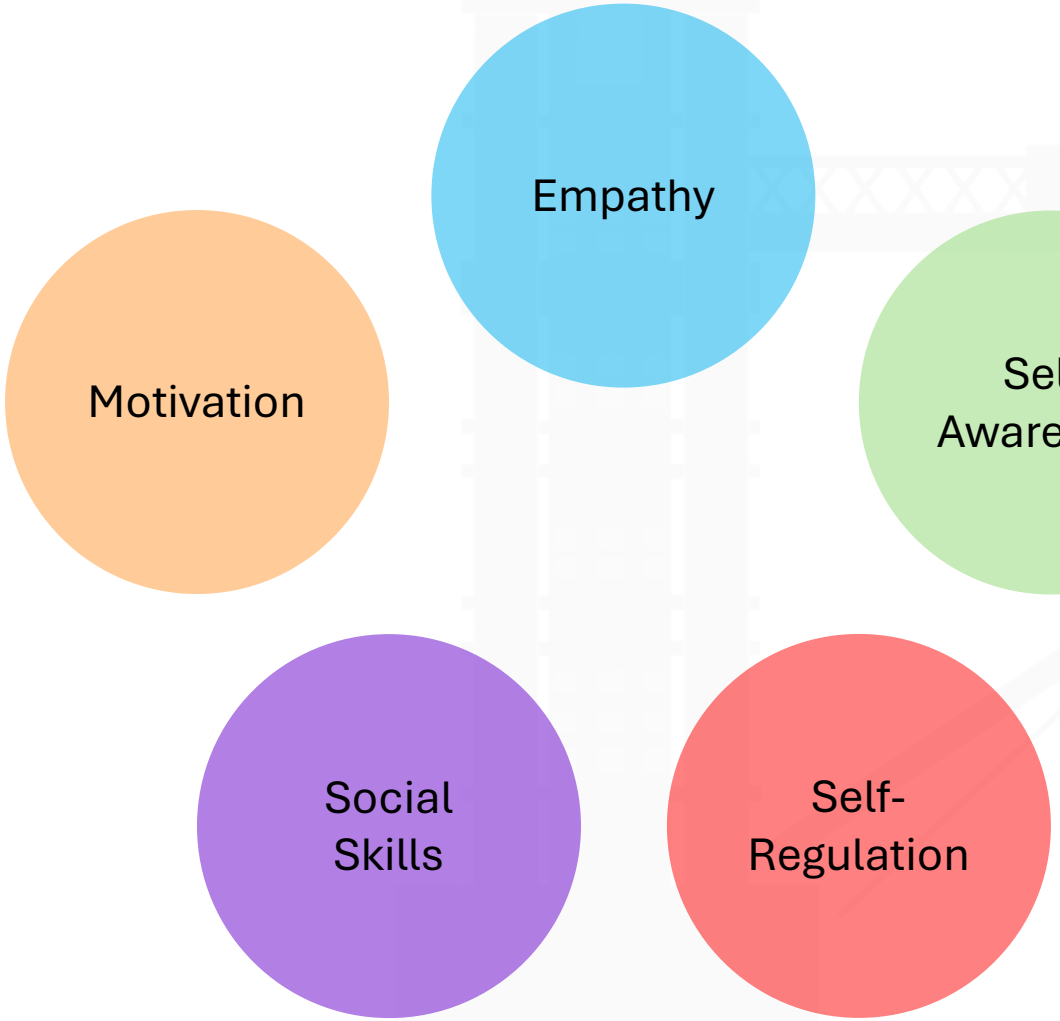
"It's the right thing to do"

"This is a crisis"

"Everyone knows this is wrong"

Accusatory or Confrontational Statements

Emotional Intelligence in Advocacy



Perception = Reality

OPPOSITION = OPPORTUNITY

Know Your Goal

Target Your Objective

Celebrate Small Wins

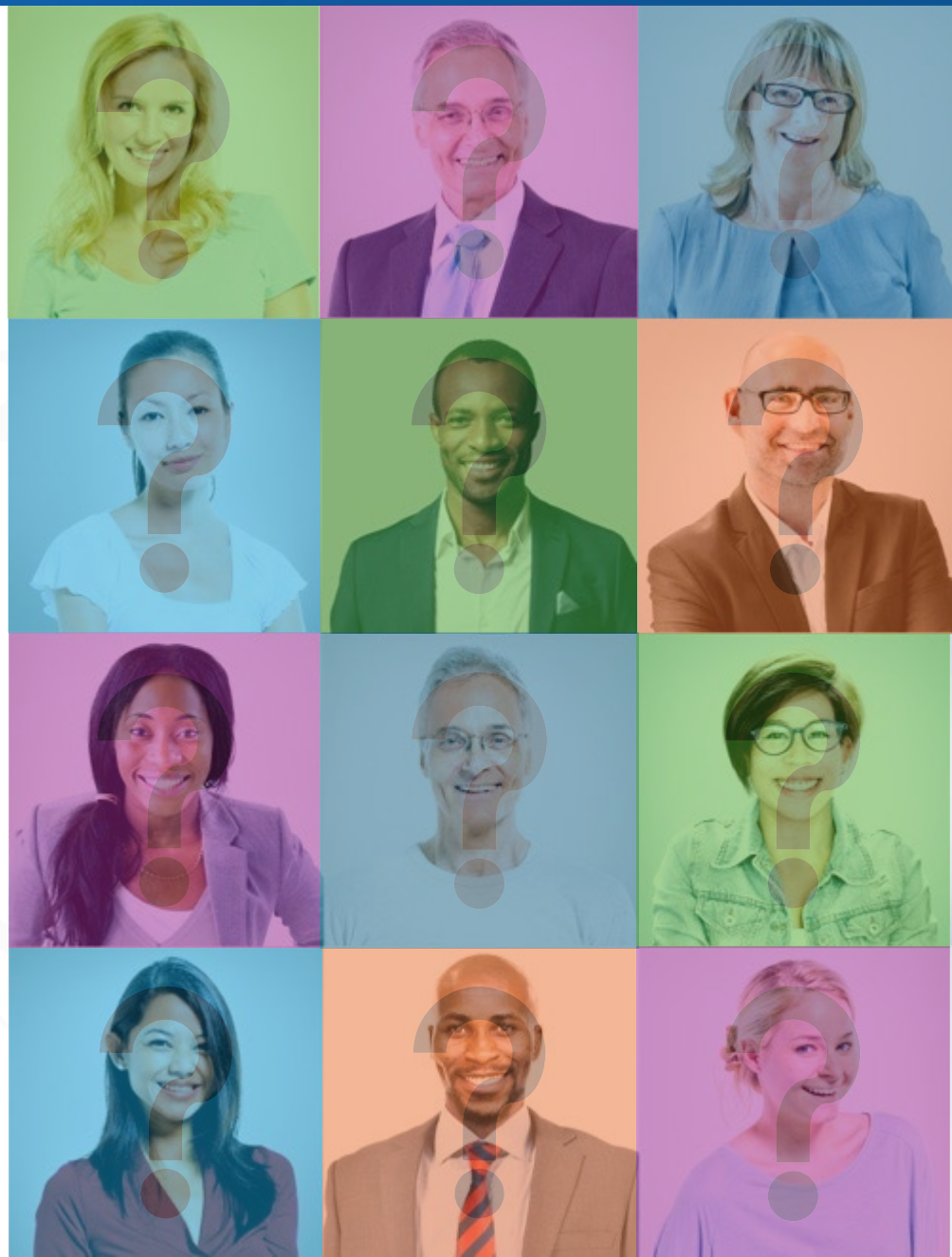
	Completed:	Action	Tracking Method	Complete By
GOAL 1:	☐			
Measurable 1:	☐			
Measurable 2:	☐			
Measurable 3:	☐			
Measurable 4:	☐			
Measurable 5:	☐			
Measurable 6:	☐			
GOAL 1:	☐			
Measurable 1:	☐			
Measurable 2:	☐			

ASK – LEARN – ALIGN

ASK	LEARN	ALIGN
Genuine Interest	Genuine Interest	Genuine Appreciation
Open-Ended	Unexpected Understanding	Connect Values to Mission
Motivating Values	Clarifying Questions	Shared Language
Priorities this Session	Take Notes	Shared Priorities
Connection to Mission		Mutual Benefits
		Real Story, Actual Impact

Bridging the Divide

Open Forum – 20 Mins



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Floor is open for discussion and examples

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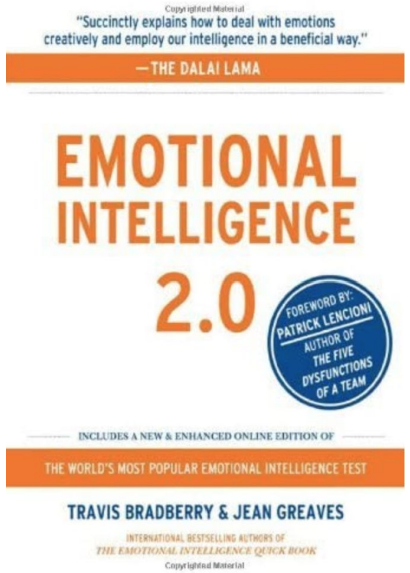
Books: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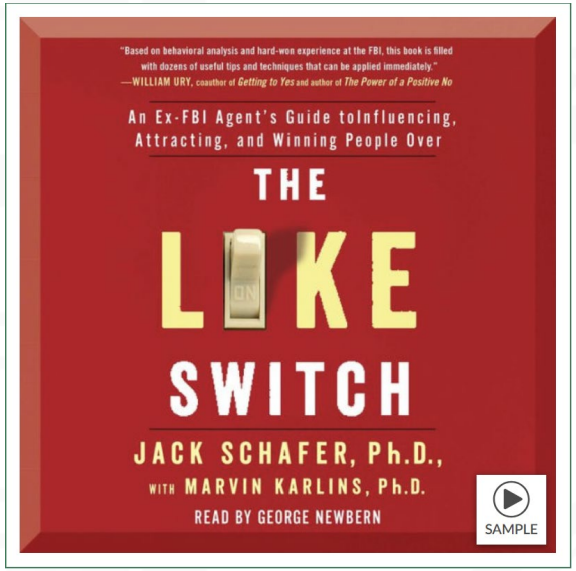
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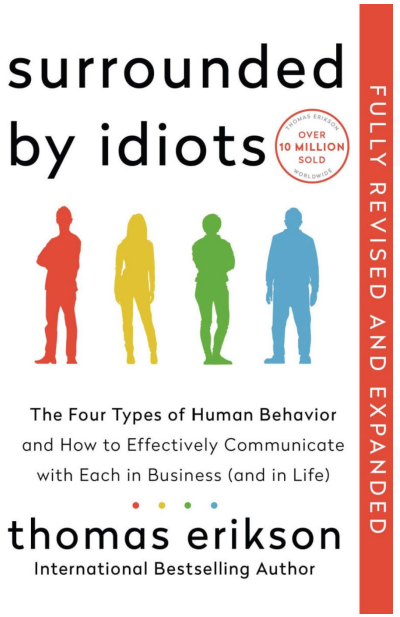
SAMPLE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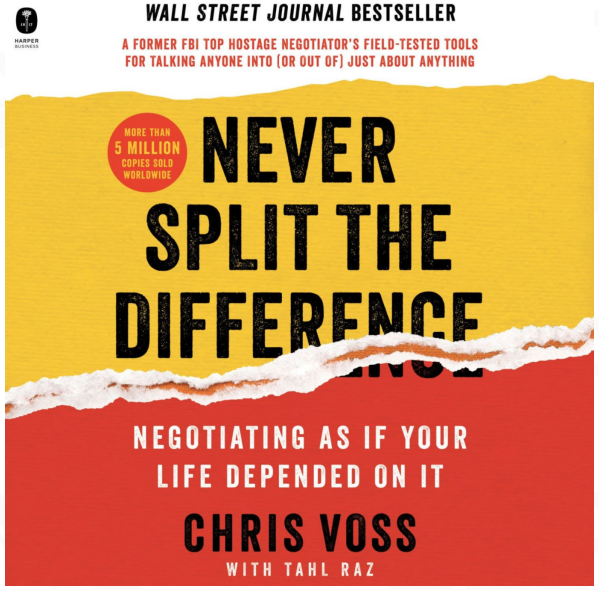
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