

3 Step Response Worksheet -- Example

Objection to McCain

Gas is over \$4.00 a gallon!
We need a change.
Republicans just support big oil companies.

Contradicting Fact(s)

It is our dependence on foreign oil (Iran gets >\$66 billion a year!) and competition from countries like China and India that threatens not just our economy, but also our national security and our environment.

John McCain supports development of the huge energy resources we have in this country. He has an energy plan that includes safe nuclear energy.

McCain has no history of ties to the oil industry.

3-Step Response

Step 1. Who would have thought gas would be \$4.00 a gallon!

Step 2. But you know – even though we hear it sometimes – I’m not sure it’s the oil companies. Our dependence on foreign oil scares me. 2/3 of the oil we use is coming from countries like Iran! AND we are competing for it with countries like China. John McCain supports responsible development of the huge oil and coal resources we have in our country. He also has an energy that includes safe nuclear energy. I think McCain makes a lot of sense when it comes to energy. And he doesn’t have any past ties to the oil industry. In fact, he has a really strong record of being independent of special interests.

Step 3. I like that a lot.

The 3-Step Response Formula for Influencing Your Friends, Neighbors and Co-Workers

Whenever you hear someone say something you disagree with and want to influence him/her to see the issue differently, try using this simple 3-step formula to craft a response which will be heard. Speak in a calm voice with sincerity. Your voice is powerful.

STEP 1 A statement which agrees with some part of what you just heard, or – if there is nothing you can agree with – a neutral statement.

(Example: You hear: “Obama said he would make equal pay for women a priority of his administration.”

You say: “ Well as a woman, pay equity is certainly important to me.”

STEP 2 Present a contradicting fact or facts in a clear but non-abrasive way.

(Example: You continue: “But I’m concerned that Obama hasn’t done what he says he would do as President in his own Senate office. CNSNews reported recently that in Obama’s office women were paid \$6,000.00 or more below the average for a man in his office. But in McCain’s office, women were paid \$3,000.00 more than the men!

STEP 3 Personalize.

(Example: You continue: “Obama says a lot of things that sound really wonderful, but on this issue and some of the others, he just doesn’t have a record that corresponds to his words. I’d rather work in McCain’s office and I’d rather vote for a candidate who has not just words, but a long record that shows me who he is and what he will do.

These steps may overlap a little. That’s fine. You may personalize in step 2 and find something to agree with in step 3. That’s fine. Just get it all in.

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Contradicting Fact(s)

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