



Welcome to the second KFTC chapter building armchair seminar.

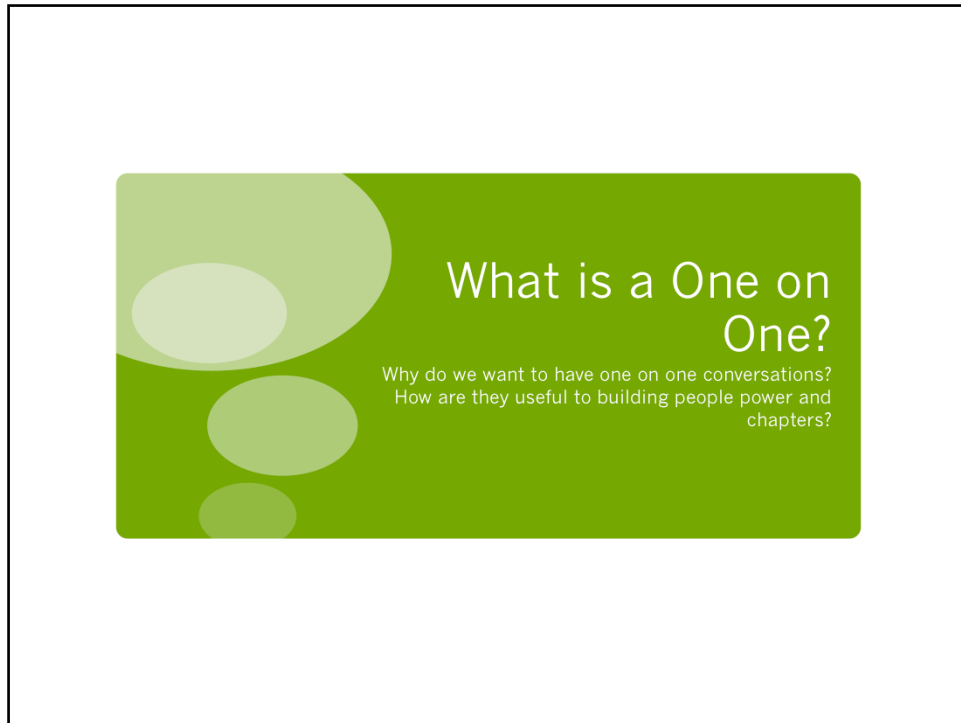
Welcome & Review Agenda



- Welcome & Introductions. (7:30 to 7:40 p.m.)
- What is a One on One & how can they be used to build people power and chapters (7:40 to 7:45 p.m.)
- Types of One on One Conversations & Getting Started. (7:45 p.m. to 7:50 p.m.)
- Elements of a One on One Conversation. (7:50 to 8:00 p.m.)
- Final Tips for One on One Conversations (8:00 p.m. to 8:10 p.m.)
- Workshop a specific One on One. (8:10 p.m. to 8:20 p.m.)
- Questions & Discussion (8:20 to 8:30 p.m.)
- Adjourn (8:30 p.m.)

Welcome everyone. Tonight is the second of a new webinar series designed to help give new and existing KFTC leaders in our chapters the tools needed to strengthen our work in chapters. Tonight's webinar will focus on how to have good one on one conversations with people – also known as “conversations with a purpose.” We will start out by learning a little bit about what one-on-one conversations are, then spend some time identifying why these conversations are important to building people power and chapters, discuss the different types of one on ones conversation one might have, and then talk about some of the elements of these conversations, review some helpful tips for having good conversations, and also leave some time to brainstorm and run through a specific one on one conversation that someone plans on having. And then we will have a short bit of time at the end for questions and discussion. If there are more questions than we have time for, I am happy to talk one on one to discuss all of this information more.

Let's first start with introductions to learn who all is on the call and where everyone is from. Let's go around and say our name, where we live, and if we are a member of one of KFTC's chapters.



A “one-on-one” is simply a face-to-face conversation between two people where they get to know one another better by discussing stories, interests, thoughts, feelings, and values which are beyond the usual surface level of most conversation.

Strong relationships are a key to building powerful, lasting grassroots organizations. Most relationships start – and are strengthened by – meaningful conversations. In grassroots organizing, these are often called one-to-one conversations. They are conversations with a purpose. Organizers and community leaders use one-to-one conversations as a way to learn about a community. They are also important in identifying, recruiting and developing new leaders.

How do one on ones build people power?



Importance of One on One Conversations

- Can strengthen new relationships.
- People are more likely to get involved if met face-to-face.
- Build a network of relationships.
- And more!



KFTC members at KFTC's Growing Appalachia Conference, April 2012

These types of conversations can strengthen new relationships, organizations and communities. People are also much more likely to get involved in their communities when they're invited to an event by someone they have met and had a face-to-face conversation with. That tends to work much better than a phone call from a stranger, or a leaflet. One on one conversations also build networks of relationships within an organization, which can be an effective tool for building participation.

Are there other benefits to One on One conversations that you can think of? (Listen for responses)

All of these benefits from one on ones make it a fundamental element of building powerful KFTC chapters. More members, more participation, and strong relationships are all important to a strong and well-functioning KFTC chapter.

Does anyone have questions about what a one on one is or how it might be useful to building chapters?

What makes a good one on one?



- Active, good listening!
- Be genuinely curious.
- Share – but not too much!



So, what makes a good one on one? A couple of things.

- 1.) The most important thing to take away about one on one conversations is that you need to be a good listener. When the person you are talking with responds to your questions, listen to how they respond – a one on one is only as good as how much you listen!
- 2.) Be genuinely curious about the person you are talking with. You can't fake that! A one on one works best if you are really interested in the person you are talking to.
- 3.) Share your own thoughts and experiences, but as a general rule of thumb you should only talk 1/3 of the time – you want to make sure you aren't dominating the conversation. But it is good to share a little – because it is a conversation and not an interview.

There are different types of one on one conversations



Examples of types of one-on-ones

- *Getting to know someone who came out to a KFTC event.*
- *Checking in with someone you're working with on a campaign or a project*
- *Touching base with a member who has been inactive for awhile*
- *Asking someone if they'd like to be in your new power leader cluster*
- *Asking someone to officially join KFTC*
- **What other conversations do we have within KFTC?**

There are different types of one-on-one conversations, of course, depending on the level of engagement of the person you are meeting with. You will have different reasons for wanting to talk to someone which could include but are not limited to:....

Setting up a one one one conversation.



How do I get started?

- Identify someone: Take a few minutes to think through who you may want to talk with and why.
- Plan a meeting location: Generally one one ones are more effective when they can be done in person.
- Call them up (or email them) to schedule a time to get together.

Example of what you could say on the phone

■ *"Hi, my name is _____,
and I am a member of
Kentuckians for the
Commonwealth
_____.
I'm visiting with folks who came
to our last chapter meeting to
get to know them better and to
listen to their ideas about the
organization and the
community. Would you have
about 45 minutes and be
interested in getting together for
coffee next week to talk with
me?"*

Think about who you want to meet with, and why.

Think about some meeting times and places that might be good.

It is best to have the one-on-one in person – you can have the most personal interaction this way. Think about a good place that the other person will feel comfortable meeting you. A lot of times you may not know this person well, so coffeeshops or other public places are a good place to meet.

When you invite them, let them know why you would like to meet and what you would like to talk about. Also give them an idea of what to expect in terms of time – typically 45 min. to an hour is all you need to have a good conversation.

They've agreed to meet you!



Preparing for the conversation

- Think to yourself, what do I want to find out about this person? **Examples:**
 - *Why are they interested in KFTC?*
 - *Would they like to get more involved?*
 - *If so, how? (skills, time commitments, interests)*
 - *What is their vision for their community?*
 - *Were they planning on coming to the hearing on Friday (or other specific question)?*



Once you've scheduled a time to get together, you're ready to make a plan. This doesn't have to be anything too extravagant, you just want to make sure that when you sit down to talk you don't get off on too many tangents and forget why you made the appointment to begin with.

You don't need to write down an agenda, but plan out in your head a few specific questions you would like to ask or things you would like to learn about the person. Remember, it isn't an interview – but a few questions in your head to guide the conversation will help.

Elements of a One-on-One: A. Introductions & Purpose



- Introduce yourself and why you want to talk with them



Once you sit down with your lattes the person is going to want to know why you want to talk to them. This is a good time to remind them that you're meeting with everyone who came to the chapter meeting last week (or whatever else you are meeting with them) to hear their thoughts about how it went or why it is you are meeting with them.

Elements of a One-on-One:

B. Get to know them.



Getting to know them better

- Spend a bit of time in the beginning getting to know them.
 - Are they originally from the area or what brought them here?
 - What are some of their hobbies or interests?
 - What is their vision for the community or what do they value?

Tips:

- *Remember to actively listen to their responses.*
- *Ask appropriate follow-up questions.*
- *Make mental notes of anything that might be good to talk to them later about KFTC. For example, if they mention they like to host parties, you could later ask them about hosting a KFTC houseparty.*

Before just launching into what you want, spend a little time getting to know them better. If you want to build a relationship with them, you need to know a little bit about them. Do this even if you've known the person for a long time. Just because you've been friends for years doesn't mean you know everything about each other.

Elements of a One-on-One:

C. Share a bit about you



Share a bit about you

- Your guest might feel uneasy if you've asked them all of these questions about them and offered nothing about yourself.
- Talk a little bit about who you are (family, friends, work), what makes you feel passionate, why are you involved with KFTC, etc.

REMEMBER

- Remember not to dominate the conversation – this is a conversation to learn more about them. Remember the 1/3 rule.

Elements of a One-on-One: D. Getting to the point



Getting to the point

- Remember the goal for your meeting and transition to that topic.
- For example, if your goal was to learn what they thought about the chapter meeting and see if they are interested in getting more involved, make sure to turn the conversation in this direction.



Elements of a One-on-One: E. Asking them to get involved.



- If they expressed that they want to get more involved, you could invite them to an upcoming event, activity, or take a specific action.
- If they aren't yet a member of KFTC, now is a great time to give them the opportunity to become a part of KFTC!
- If you can't think of something to invite them to or an action they could take on the spot, you should ask them if it would be ok for you to talk with them again in the future to get additional thoughts and ideas!
- Keep the door open for future conversations!

Elements of a One-on-One: F. Thank them & Wrap-up!



Thank them

- Everyone's time is precious. If they made time for you than be sure to thank them for it.
- If they've agreed to come to an event or work on a project with you, establish the dates/ times/ and locations.
- Exchange additional contact info if needed (email, etc.)



Other Things to Remember When Doing One-on-Ones



Final Tips

- The one-on-one is a conversation, not a survey or an interview
- LISTEN – don't talk too much!
- Use follow-up questions to get more detail
- Remember that you just want to listen to their point of view and values (if you disagree on issues, you can discuss more at a later time).
- When visiting inactive members, be sensitive to their feelings
- Respect confidentiality when necessary
- Don't give definitive answers to questions if you are unsure
- End the visit by thanking the person

(Review the final tips)

Are there other tips that folks can think of that would be good to add to this list?

PRACTICE PRACTICE PRACTICE!



- **Doing effective one-on-ones takes skill**, careful planning, and attention to details such as how you speak, and your body language. You can learn these skills even if you don't think you possess them now.
- **REMEMBER** – nobody is good at doing one-on-ones at first. The conversations will be easier and more enjoyable the more you practice and reflect on the skills involved.

Having good one-on-ones is a skill that all of us continue to work on. Nobody is good at doing one on ones at first – maybe we want to talk too much, or forget to transition to the part about getting them involved in KFTC – or whatever it is – it takes practice. But the more conversations we have, the better it will be.

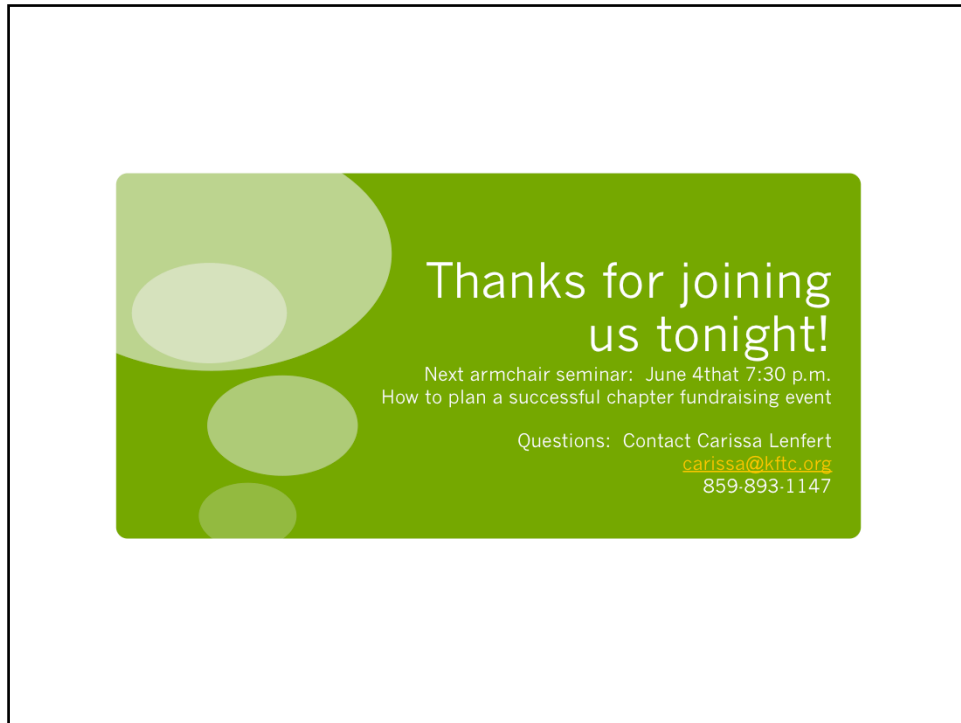
So, now, let's take just a few minutes to talk about any specific one on one ideas that you all may have on your mind. Is there anyone who would like to volunteer and idea of a person and a one-on-one conversation they would like to have in the next couple of weeks?

Volunteer:

- Who is this person and how do you know of them? How much do you know them?
- What would you like to get out of the one one one? What would you like to learn about them? What would you like to ask them?
- Is there anything you are worried about with this one on one?
- (If no one volunteers, ask if anyone has had a one-on-one that they would like to share how it went or ask if anyone remembers a time when someone asked to do a one-on-one with them and how it went).



Any questions? Please contact KFTC staffperson Carissa Lenfert at 859-893-1147 or carissa@kftc.org.



Thanks for joining me tonight on the chapter building armchair seminar. I hope you found it helpful. If you have any questions about any of this or want to discuss it further, don't hesitate to contact me. The next armchair seminar is scheduled for June 4th at 7:30 p.m. and will focus on planning a successful chapter fundraising event.

I am about to flip to the final slide which will let you leave feedback about this webinar – so you can let us know what you found helpful, and areas that we can continue to improve as we offer these training webinars in the future.