



## One-to-Ones

Building Public Relationships

***Learning civic skills. Taking public action. Improving our world.***

One way to begin to get to know a person is to have a conversation with them—a **one-to-one**—focused on listening and encouraging the person to tell their story.

The one-to-one is not a sales pitch. We are not asking the person to do something nor are we asking for money. **The only agenda of a one-to-one is to get to know the other person and uncover their self-interest.**

In order to know a person, we might ask about their parents, childhood, history, job, education, family, politics, and religion. Through this discussion we are trying to find out what makes them angry, what have been their disappointments, and what are their ambitions. **We want a picture of what will motivate that person to act.**

On one level, a one-to-one is as natural as what takes place over a backyard fence or with a fellow passenger on an airplane. On another level it is artful, intentional, and focused.

**With whom should you do one-to-ones?** You should do them with potential allies, with potential members of your group, with key leaders in a community, with politicians, businesspeople, and church leaders. Your power will grow in direct proportion to the number of people with whom you relate to out of self-interest.

### **Why do a one-to-one:**

1. Initiate a relationship
2. Uncover a person's self-interest—see the world through their eyes/forget yourself temporarily
3. Get clarity
4. Information gathering

### **How:**

1. By appointment only
2. ½ hour; no chit-chat
3. Do not take notes during the one-to-one; write up notes later
4. Controlled setting

### **Things to Remember:**

1. Be Curious (and comfortable with your ignorance!)
2. Be Courageous—be bold, and be prepared to find out something unexpected or even painful
3. Be Public
4. Give the person you are visiting a chance to ask you questions at the end, but focus the conversation on them—don't fall into the trap of talking too much.