



The Secret to Persuading Republicans

Smart Politics Tools for
Influencing Hearts and Minds

April 10, 2024



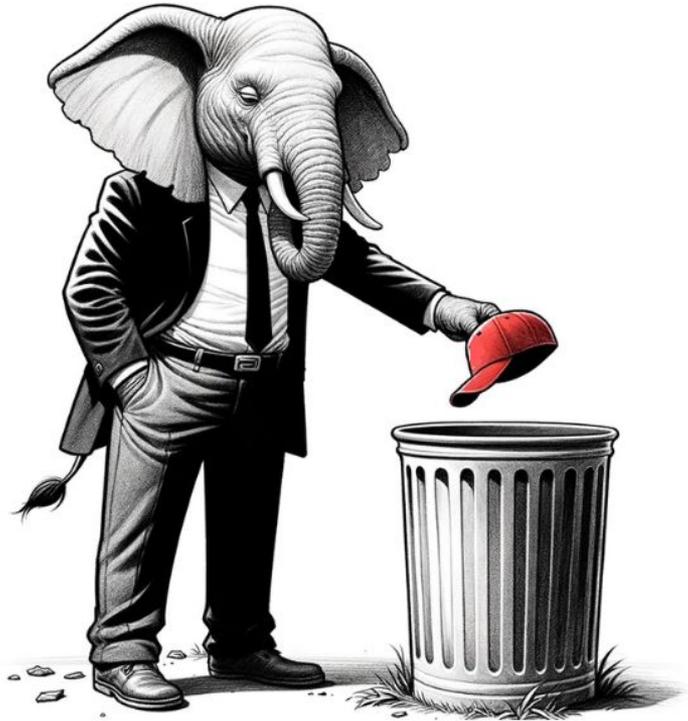
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AGENDA

- Why is political persuasion so hard?
- How does persuasion work?
- What's the secret to persuading Republicans?
- How can you get started?
- Q & A
- **BONUS: AI Angry Uncle Bot**

**Why is it so hard to
persuade Republicans?**

Paradox of Persuasion

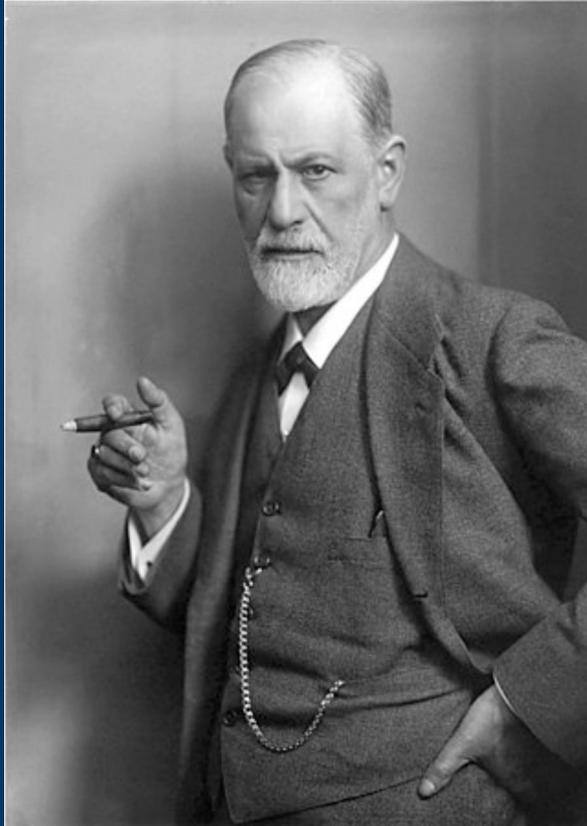
The more we try to
persuade people,
the less influence
we have.

Reactance



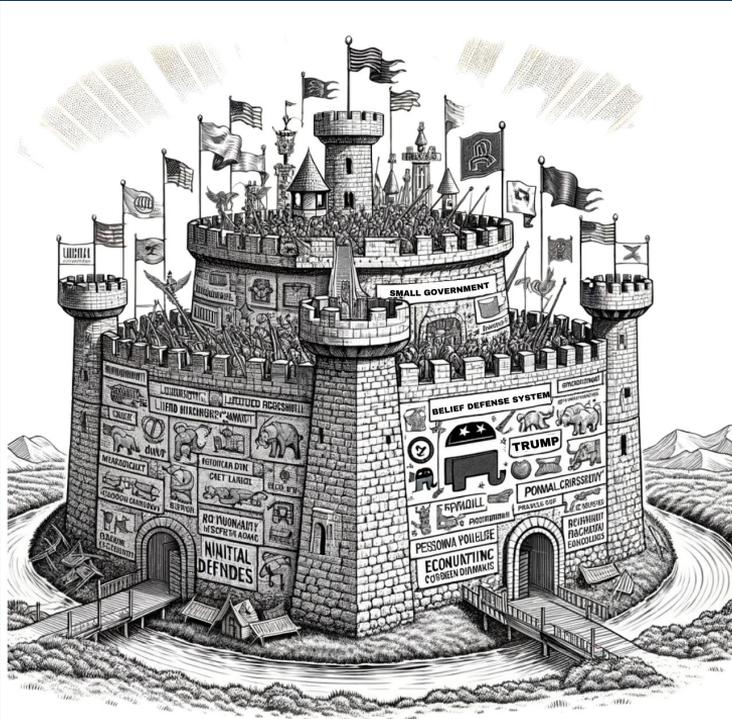
- Psychological aversion to being controlled by others
- Causes people to take action to show their autonomy
- It's why two year-olds say "no"

Ego Defenses



- Safeguards to protect us from having bad thoughts/feelings
- Protects self-esteem and maintains emotional stability
- Includes denial, projection, rationalization, intellectualization

Belief System Defenses



- Safeguards to maintain a stable worldview
- Confirmation bias
- Rationalization
- Dismissive of alternative evidence and arguments

Three Things That Don't Work

- Telling people what to do
- Making people feel bad about themselves
- Attacking their view of the world with facts and reasoned arguments

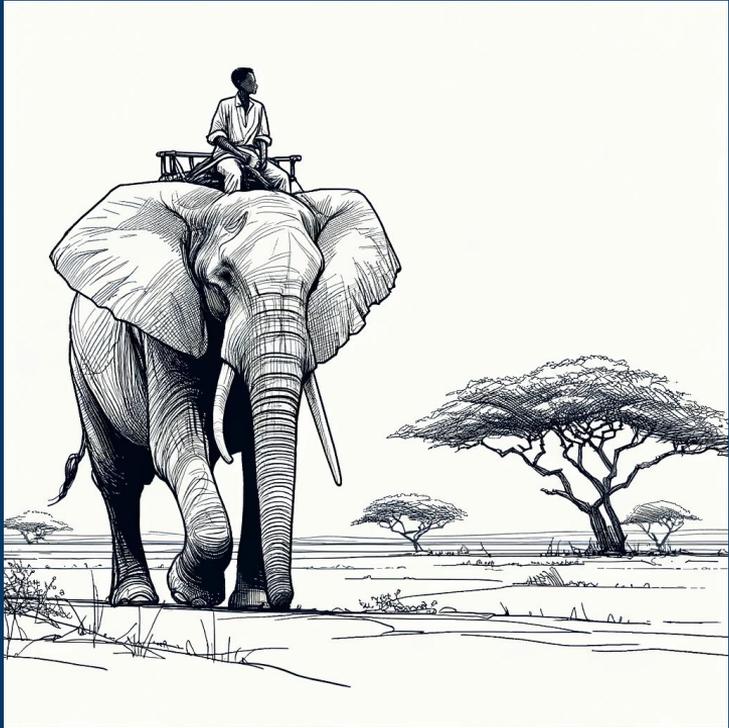
**How does
persuasion work?**

Dual Process Model



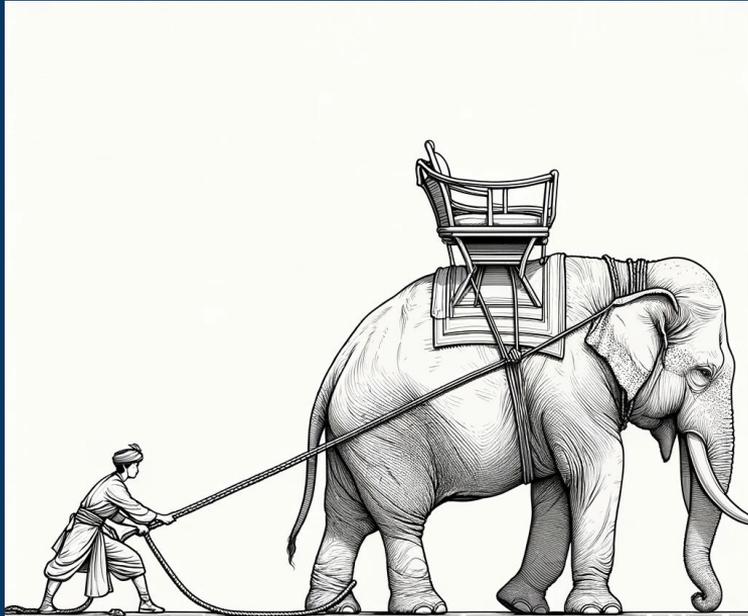
- The brain processes persuasive messages in two ways:
 - Fast, intuitive, gut-level assessments
 - Slow, reasoned, effortful analysis
- Intuition is more important than reason

Haidt's Metaphor of Rider on an Elephant



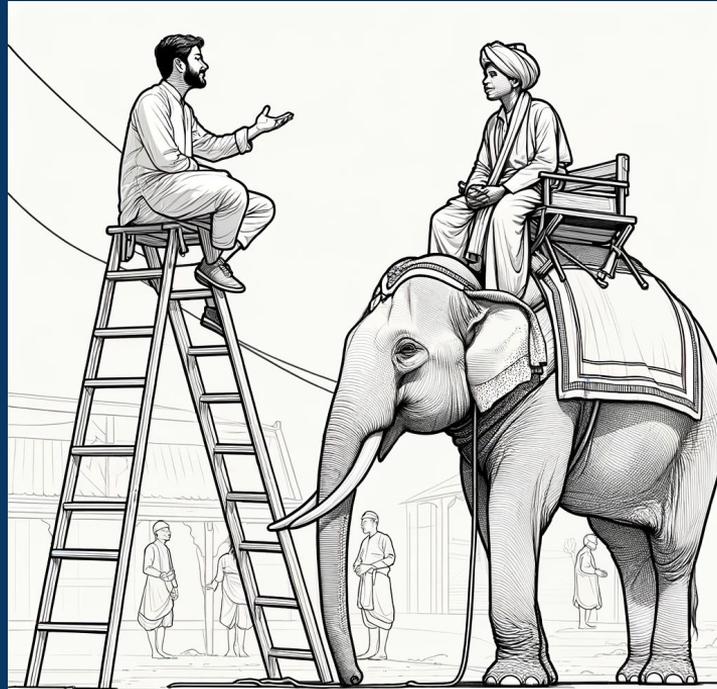
- The elephant is persuaded by gut feelings
- The rider is persuaded by facts and reason

Haidt's Metaphor of Rider on an Elephant



- If the elephant doesn't want to go somewhere, the rider can't force it
- So, while the reasonable rider seems in charge, the emotional elephant has all the power

Haidt's Metaphor of Rider on an Elephant



So what's the problem?

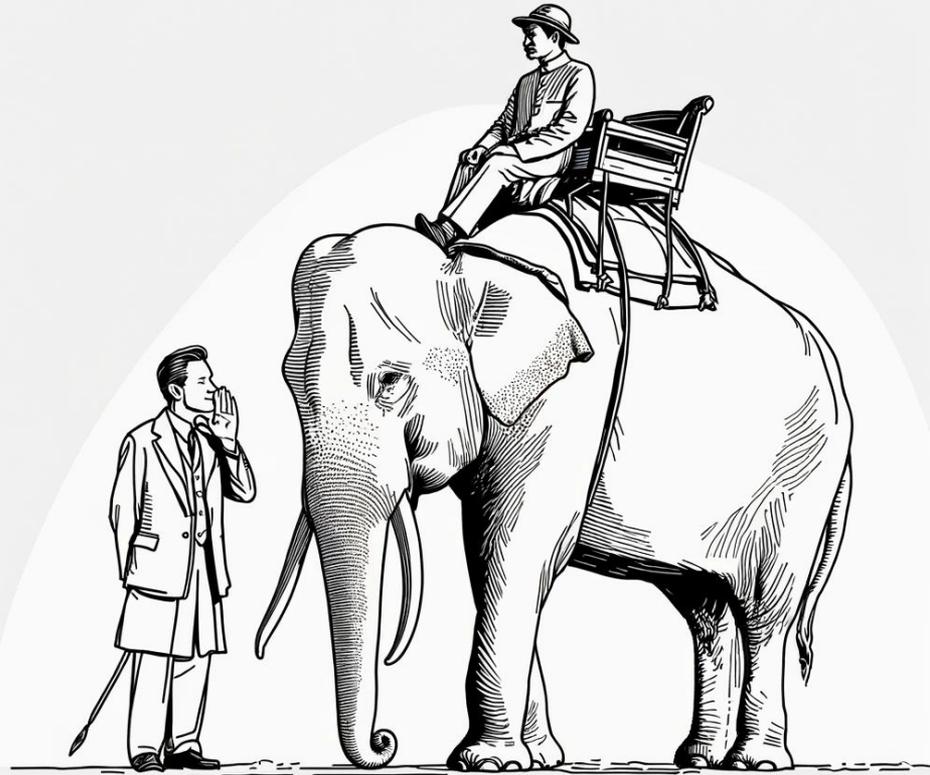
- Successful influence is mostly about persuading elephants
- But we squander our time and energy trying to persuade riders

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**What's the secret to
persuading Republicans?**

**Stop talking
with riders.**

**Communicate
with elephants!**



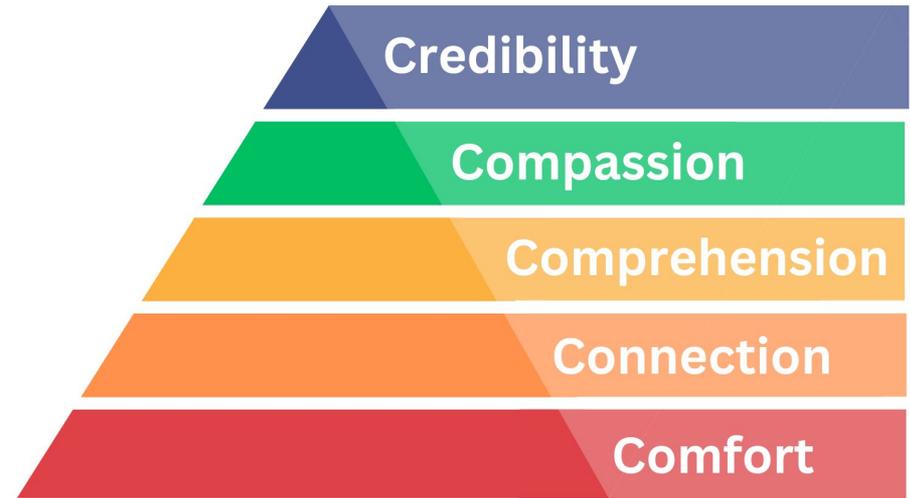
Key characteristics of elephants

- Skittish
- Emotional
- Social
- Uninterested in facts and reason
- Respond more to behavior and tone than words
- Set in their ways
- Wary of novelty

What's the secret
to persuading
elephants?

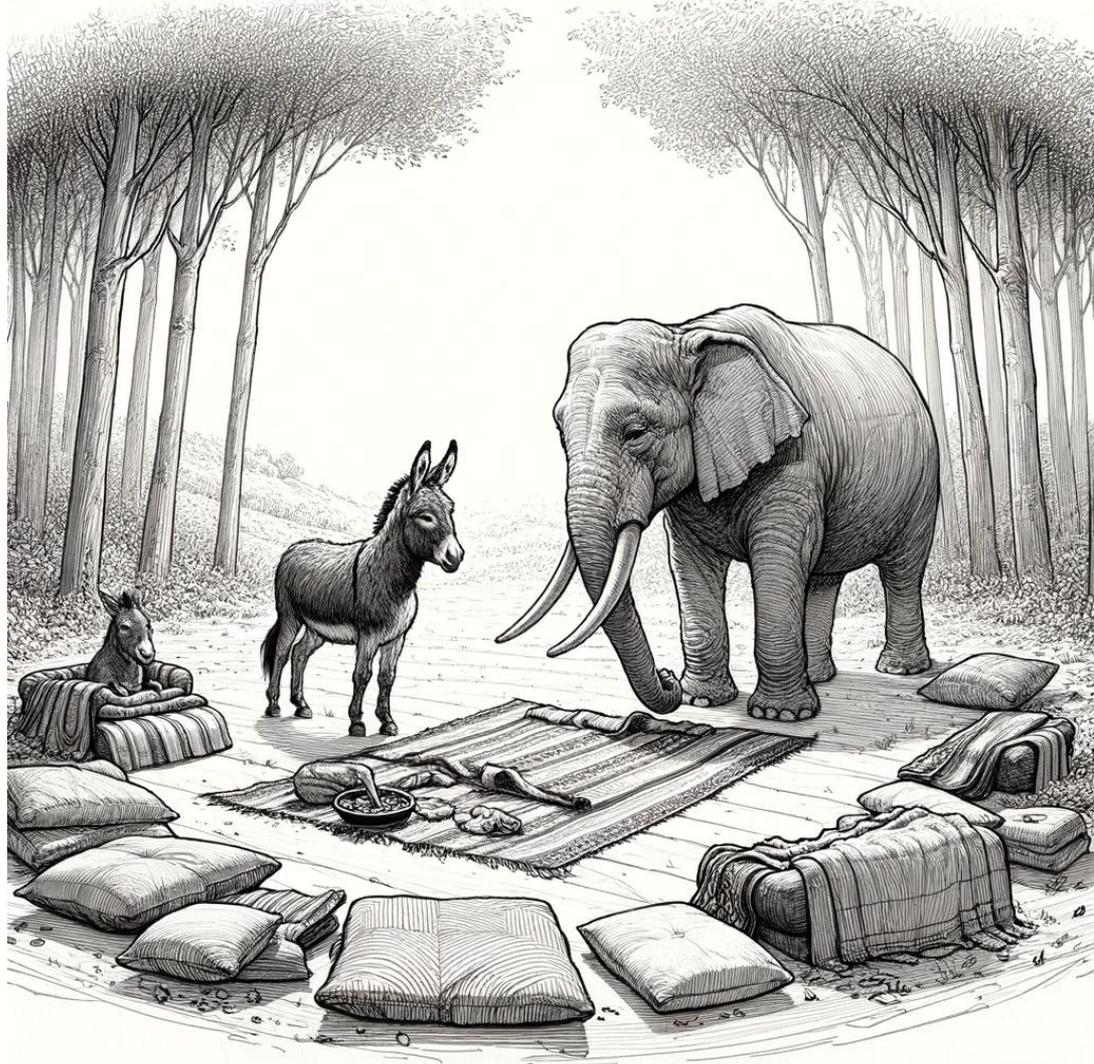
Earn their trust.

Trust Pyramid



Comfort

Make them feel
safe-enough to
talk with you



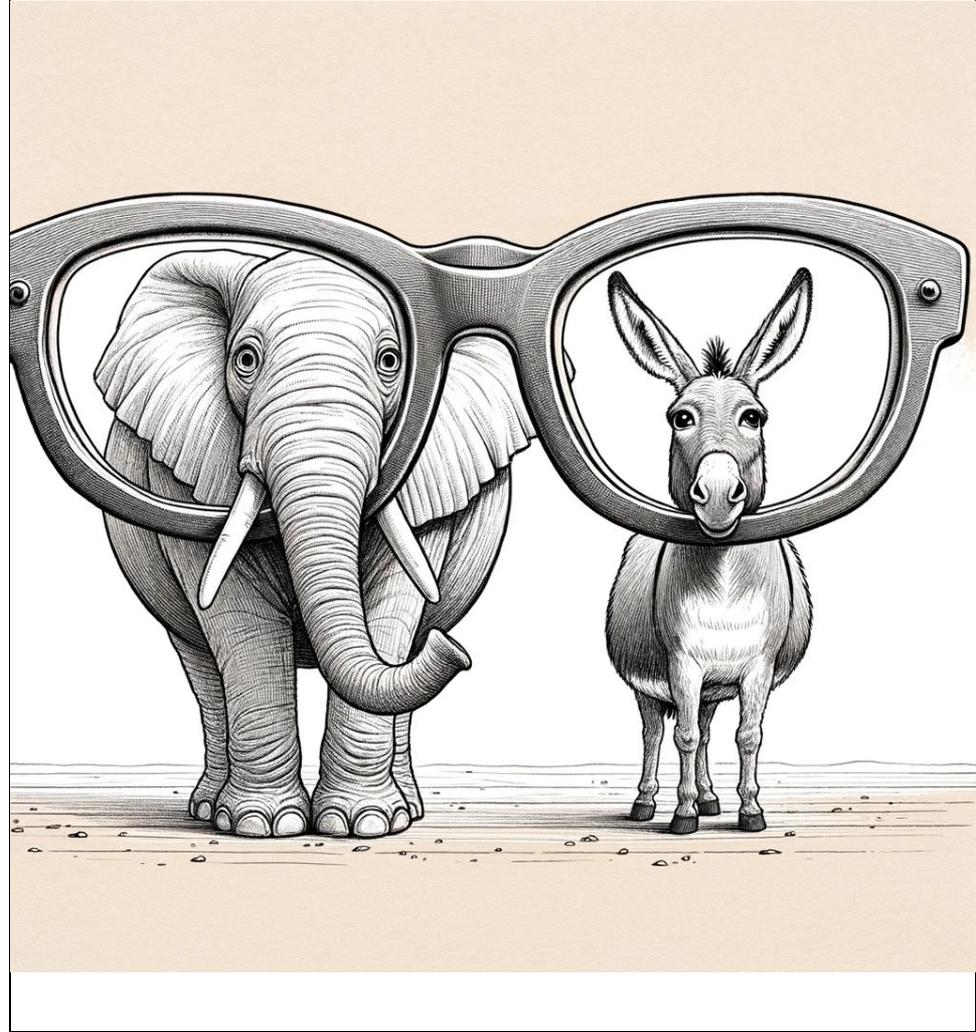
Connection

Find ways you are alike and come to like one another as people.



Comprehension

Learn their point of view and be able to see the world from their perspective.



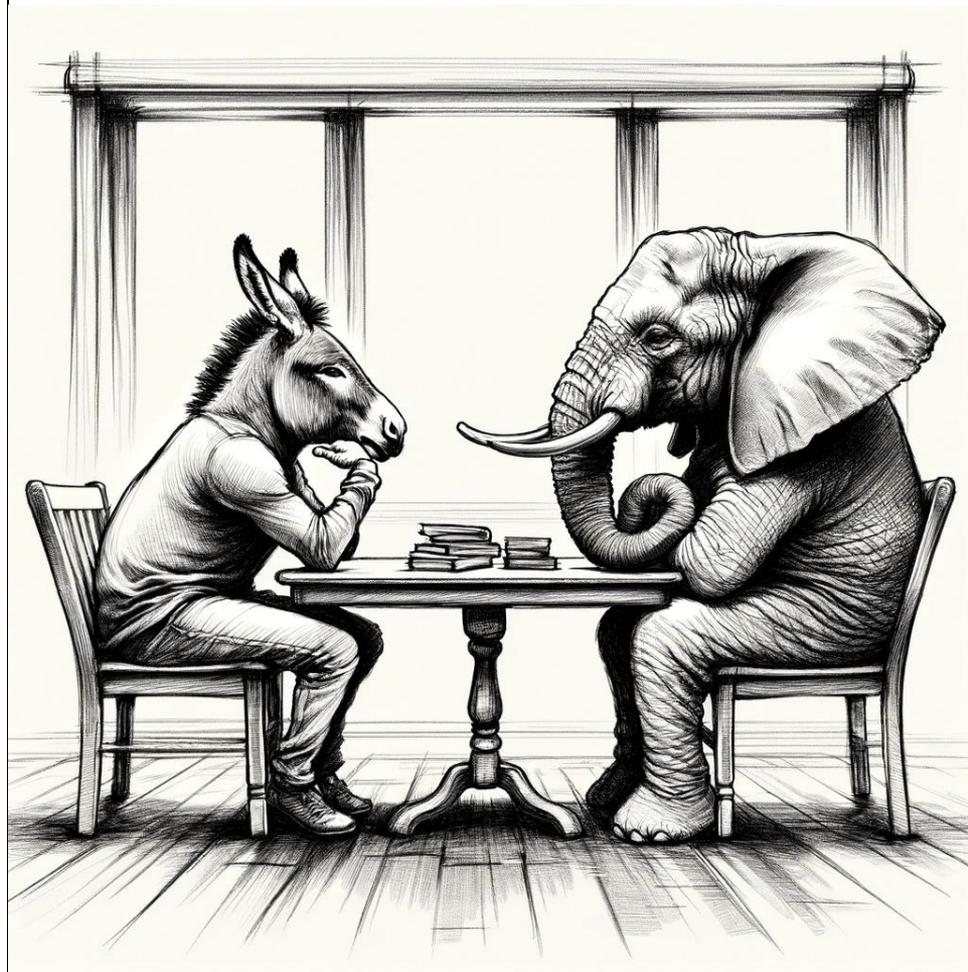
Compassion

Show you care
about them and
don't want them
to suffer.

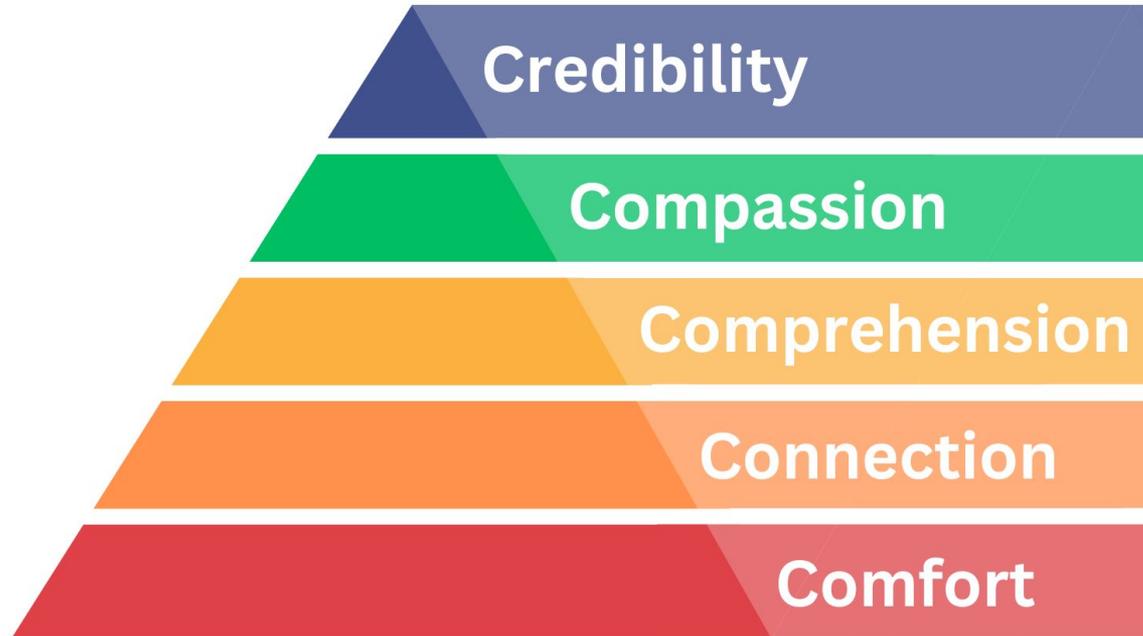


Credibility

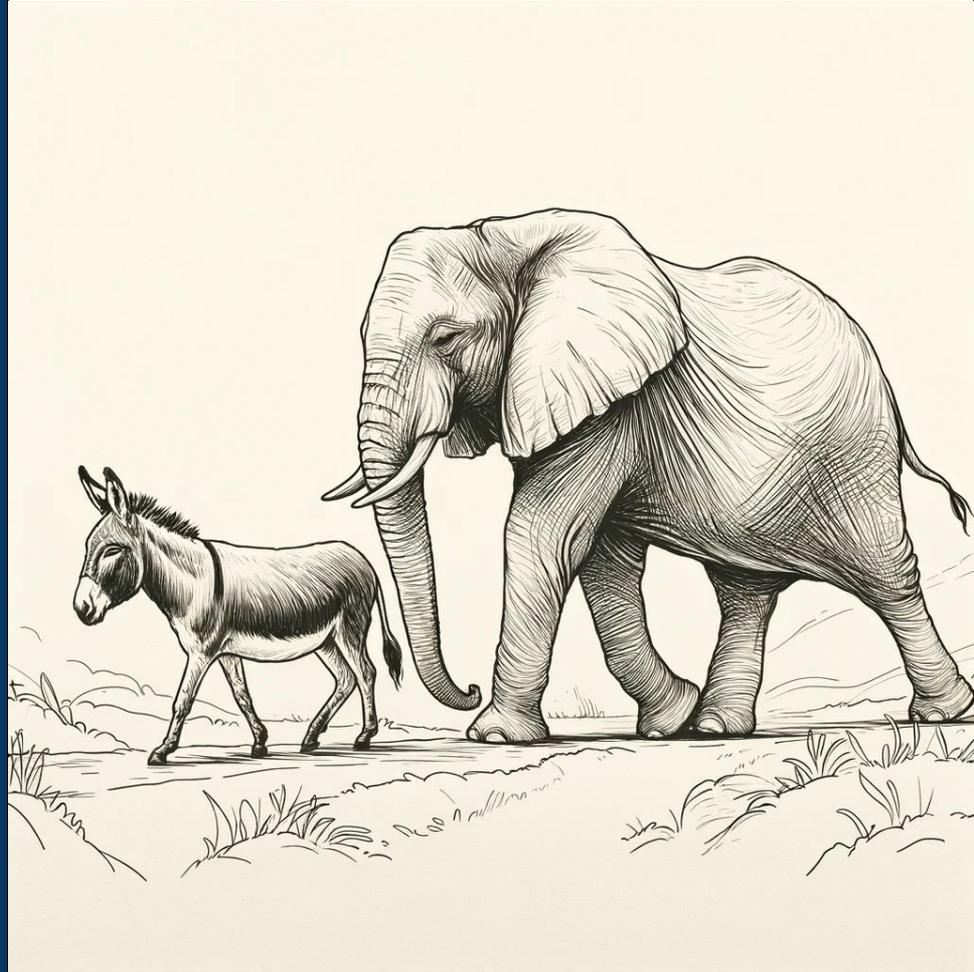
Show you are doing your best to be rational, unbiased, and open-minded.



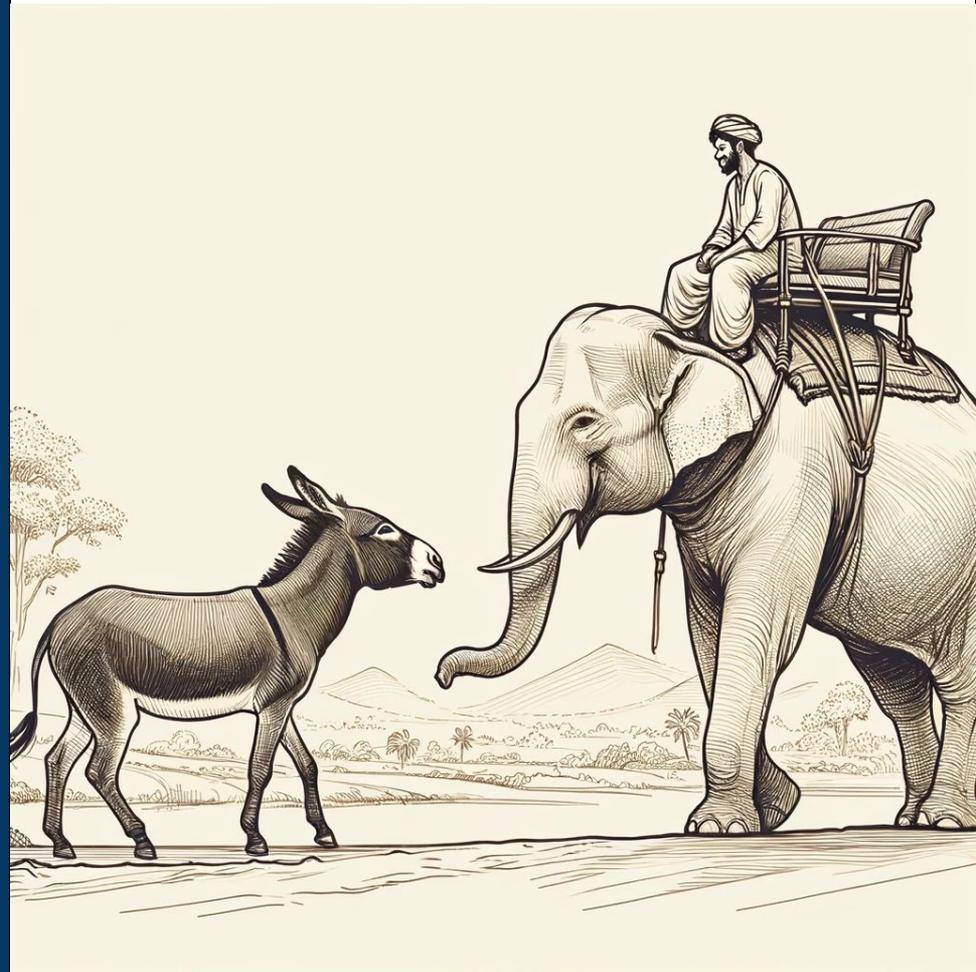
What happens when you earn the elephant's trust?



The elephant
WANTS to
follow you!

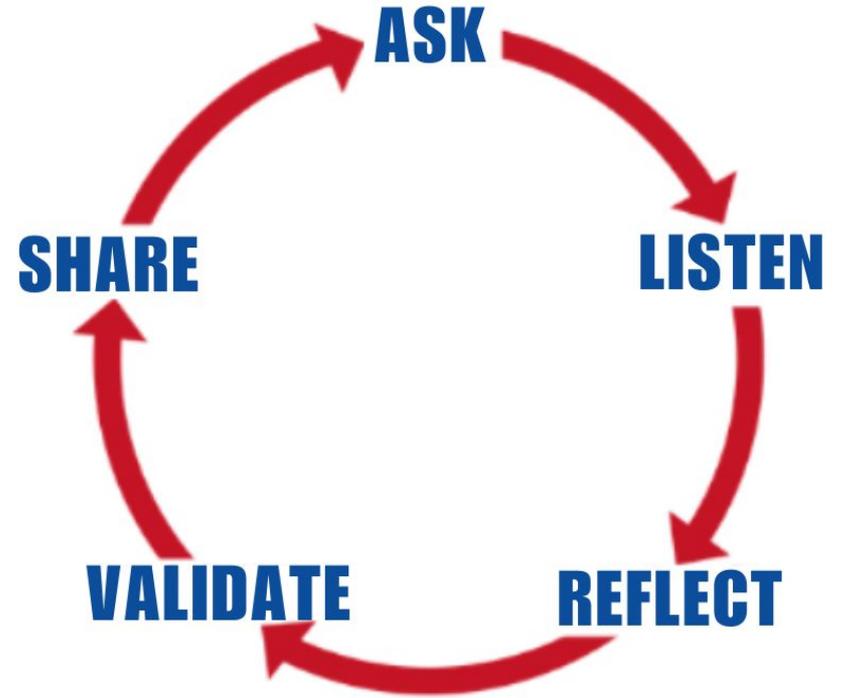


NOW you can talk
with the rider



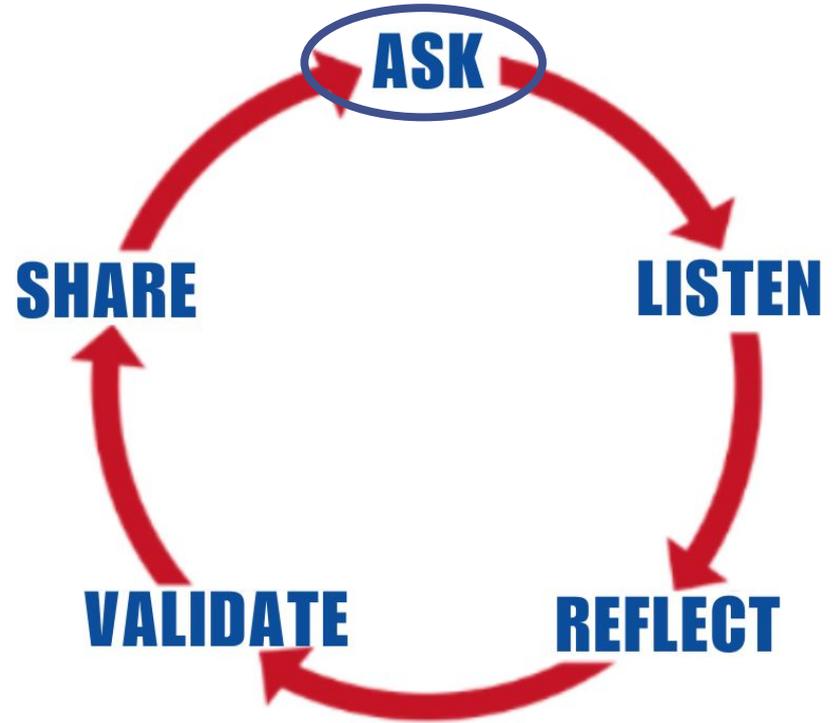
**How can you
get started?**

Persuasion Conversation Cycle



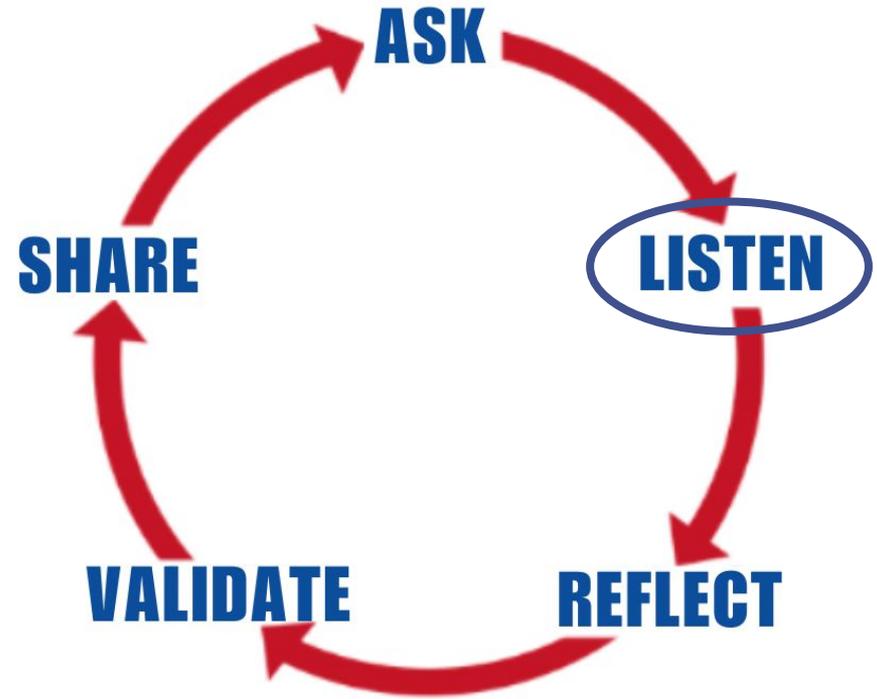
Ask

- Open-ended
- Nonjudgmental
- Curious



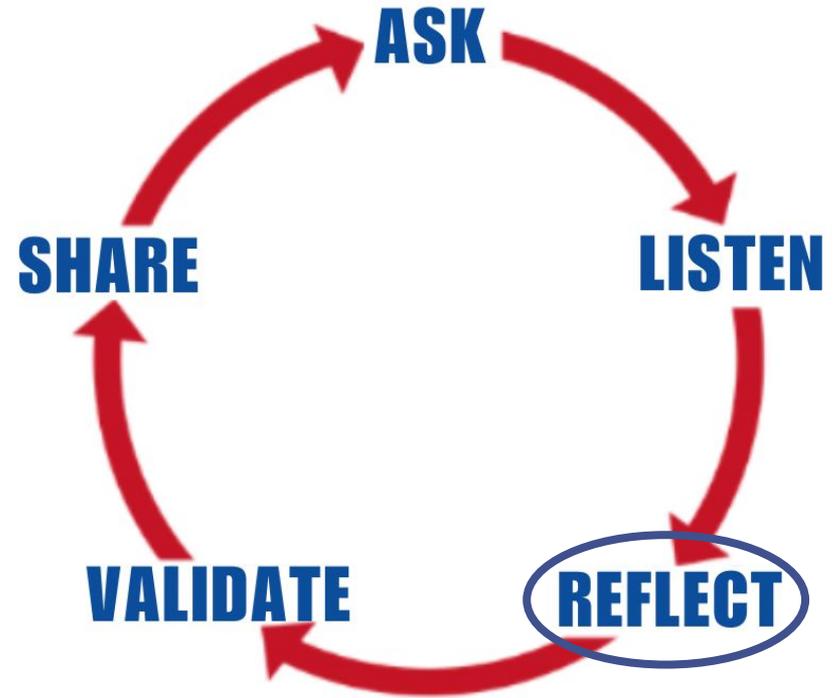
Listen

- Pay attention
- Seek to understand
- Don't interrupt
- Let them talk as long as they want



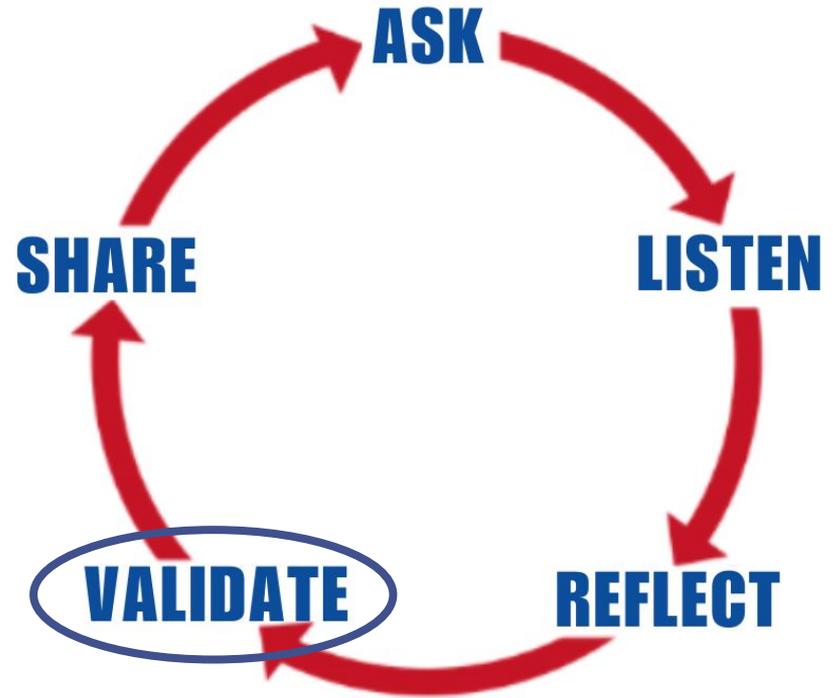
Reflect

- Summarize
- Name feelings
- Acknowledge implicit content



Validate

- Acknowledge the legitimacy of their beliefs and feelings
- Accept their experience
- Agree where possible
- Describe a time when you felt the same



Share



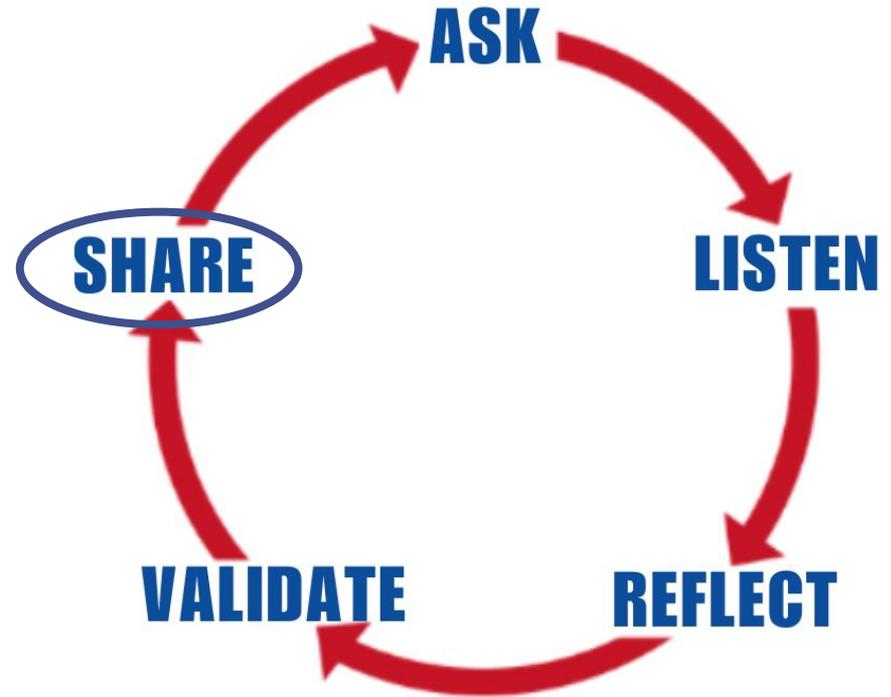
Don't argue with facts or reason



Shift the narrative with a personal story or anecdote



Share information only after getting consent



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Before AUB...

Put your
new skills
to work!



[Linktr.ee/itsnottoolateproject](https://linktr.ee/itsnottoolateproject)