Piercing the Legislative Fog:

Educate-Simplify-Motivate
Dr. John Draper
john@JohnDraper.org
For speaking engagements visit www.johndraper.org
It was a dark night during the Cold War and a battleship was on maneuvers in the north Atlantic. The Captain was on the bridge . . .
What is the secret for cutting through the legislative fog?

It’s counter-intuitive!
Analyze-Think-Change

Works with us but *not* legislators!
WHY?
Analyze-Think-Change won’t pierce the legislative fog for two main reasons:

- The gateway to the mind goes through the heart . . .
- You have the Curse of Knowledge . . .
- “Review that IEP ASAP for that ADHD, LD, ODD student!”
- So we must STOP IT!
Stop it!
Youtube video with Bob Newhart

Analyze-
Think-
Change

Does Not Work With Legislators!
Research says Analyze-Think-Change is wrong!

See-Feel-Feel-Change Pierces the Fog!
“EDUCATION CUTS NEVER HEAL!”
A compelling story with an emotional trigger alters our brain chemistry, making us more trusting, understanding, and open to ideas.

"Craft a story that works! An "elevator" story—not a speech"

Paul Zak--Neuroscientist
Your Advocacy Story has 3 parts—

You must **KIC**k it to win it!

- **K**ids—start with the students
- **I**nformation—simple story or analogy
- **C**lose—Questions? Commitment!
Educate (Kids)

Start with the students. Explain how the bill affects the kids. Make it specific and visual. Use NO jargon!
Student pictures can be found on WASA website Legislative conference page.
How does it impact students? You must start here!

- These pictures are available at the WASA website Legislative conference page and you have permission to use them.
- When students become real, the heart begins to open the head to information.
- Alabama House Education Committee . . .
Here’s a picture of a student, let’s call him “Johnny”. . . put the picture in their hands. Pictures work on the heart!

EDUCATION CUTS NEVER HEAL!

If you cut funding for transportation we have to put more kids on longer bus routes . . . 10 minutes per trip, 20 minutes per day, 1.5 hours per week, or 60 extra hours per school year. For 1000 students, that’s over 47 school years of extra sitting on the bus!
Your Advocacy Story has 3 parts—
You must **KICk** it to win!

- **K**ids—start with the students
- **I**nformation—simple story or analogy
- **C**lose—Questions? Commitment!
Simplify
(simple story/analogy)

In 2 minutes or less, tell a simple story or analogy to explain why you support or oppose the bill. Use NO jargon!
Here’s a picture of a student, let’s call him “Timmy” . . . once again, put the picture in their hands. Pictures work on the heart!

We support the budget request to provide help for students suffering from the impact of the pandemic. Research says the kids are more lonely, scared, depressed, and apprehensive than anytime in recent history. Suicide rates are up and Timmy is at-risk . . .
Timmy is a special needs student. He has Attention Deficit Hyperactive Disorder (ADHD).

Use an analogy to simplify the impact.

ADHD is a neurological disorder associated with a pattern of excessive inactivity in the frontal lobes of the brain. It is characterized by distractibility, hyperactivity, and impulsivity.
ADHD is like having a Ferrari engine for a brain with bicycle brakes. Strengthen the brakes and you have a champion. People with ADHD are the inventors and the innovators, the movers and the doers, the dreamers who built America!

This funding helps kids like Timmy.
Your Advocacy Story has 3 parts—

You must **KICK** it to win!

- **K**ids—start with the students
- **I**nformation—simple story or analogy
- **C**lose—Questions? Commitment!
If you have been an effective advocate, with an effective elevator story . . . they may have questions. If not, try to get their support!
If they have questions . . .

- Answer them **briefly**
- Circle the section of your handout where it is found
- *I don’t know, but I will find the answer and get it to you!*
- Leave or send your information
Now for the close . . .

But first, let’s review our mission. We are telling them a simple, compelling story about the effects of legislation on students to get their support!
Regardless of what you are promoting (or selling) . . .

Start with an emotional story!
2015 Super Bowl commercial
“Lost Dog” by Budweiser
Found on Youtube.
Every powerful story has at least 3 parts:
The Star/Conflict/Resolution
What about our legislative story?

Who is the star in our story? Students—the kids!

What is the conflict? The challenge—the legislation

What is the Resolution? The legislator must decide—wolf or Clydesdale!
Now for the close . . .

The CLOSE is a sales term—it’s when you ask them to buy!

My first job out of college was selling aluminum siding . . .
We have only ONE close!

Can the kids count on you to support these bills?
We have only ONE close!

Education Cuts Never Heal!
Your Advocacy Story has 3 parts—
You must KICk it to win!

- **Kids**—start with the students
- **Information**—simple story or analogy
- **Close**—Questions? Commitment!
Piercing the Legislative Fog:

Educate-Simplify-Motivate

Dr. John Draper

www.JohnDraper.org