



Piercing the Legislative Fog:

Educate-Simplify-Motivate

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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-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. ”

PAUL ZAK--NEUROSCIENTIST

Craft a story that works!
An “elevator” story—not a speech

Your Advocacy Story has 3 parts—
You must **KICK** 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 . . .

EDUCATION CUTS NEVER HEAL!



**Here's a picture
of a student,
let's call him
"Johnny" . . . *put
the picture in
their hands.*
*Pictures work on
the heart!***

**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!**

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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.

EDUCATION CUTS NEVER HEAL!



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.

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Motivate (Questions? Close!)

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 . . .

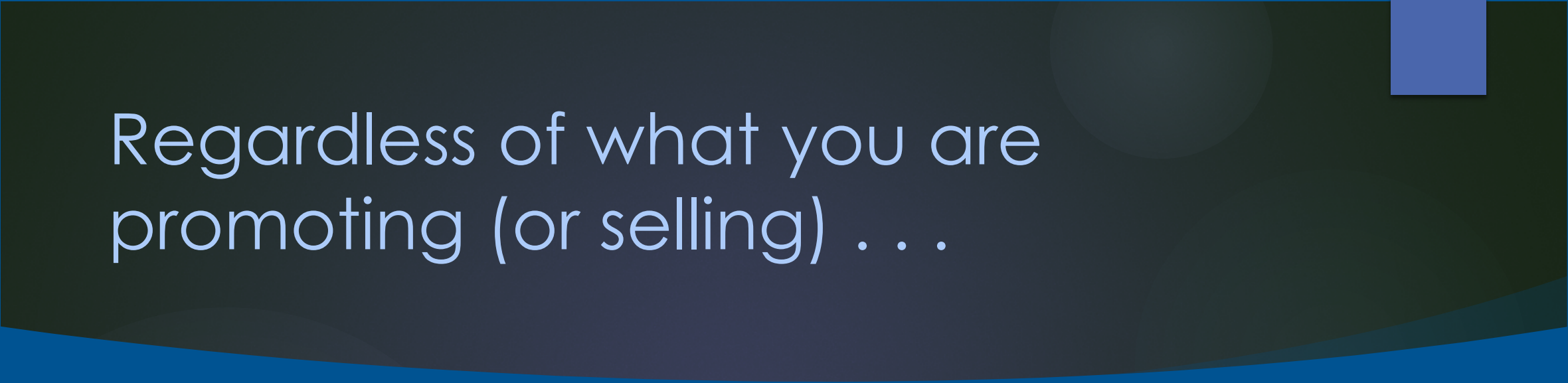
- ▶ Answer them briefly
- ▶ Circle the section of your handout where it is found
- ▶ *I don't know, but I will find the answer and get it to you!"*
- ▶ Leave or send your information



Now for the close . . .

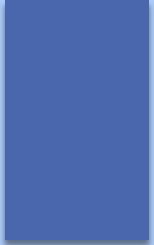
But first, let's review our mission.

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!*



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