How to Have Successful One-on-One Conversations to Build Support

To recruit new leaders and activists, the most effective tactic is one-on-one communication. This can be at a coffee shop, on a break at work, or other location comfortable for both parties. The most important thing for you to do as an organizer is to listen actively. In an ideal one-on-one meeting, you should listen 80% and talk 20% of the time. Ask open-ended questions that draw the person out so you can learn more about them and their willingness to be involved.

You should always have an agenda for your one-on-one. A typical agenda would look like:

1. Introduction: who you are, what you’re working on and why we should talk.
2. Identify issues: Ask open-ended questions about the person’s experience with healthcare, and then listen actively.
   a. “Do you think our current health care system is affordable?”
   b. “How has the healthcare system worked for your family?”
   c. “What changes would you like to see in the healthcare system?”
3. Educate: inform the person about single payer and HCAMN’s work to organize grassroots support to pass healthcare for all legislation in the near future.
4. Get a commitment: each one-on-one should build your team in some way. Ask the person to get involved, either by attending a meeting, joining your core team or a chapter, or even becoming a leader with HCAMN.
5. Set the stage for the next step: give them the information for the next step, and follow up with a reminder.
6. Assess the member: If the individual is supportive or potentially supportive of our work toward health care financing reform, offer a commitment to act form and discuss actions and next steps.

From the MNA Toolkit, adapted for HCAMN.