

~~YOU'RE WRONG.~~

HOW TO ACTUALLY CHANGE SOMEONE'S MIND

Bad news: you can't change someone else's mind - they have to do that themselves.

Good news: you can help them change their mind by following some simple guidelines:

1 **Let go of the goal to persuade.** What they choose to believe is beyond your control. A more useful goal is having a conversation to understand each other better.

2 **Don't suggest that they are wrong, stupid, or evil.** When you threaten their identity as a smart and decent human, they are busy defending themselves and can't hear you anymore.

3 **Listen to learn.** Don't just wait for your turn to speak. Knowing how they think and what they care about will help you explain your opinion in a way that makes sense to them.

4 **Summarize what they said** and ask "Did I get that right?" When they know you heard them, they can relax and are more likely to hear you.

5 **Share your perspective, not "the truth" or "the facts."** You learned what the world looks like through their eyes, and now you are letting them know what it looks like through yours. That's all.

6 **Do. Not. Push.** The more you try to convince them that your opinion is superior, the more they will feel attacked and the more they will cling to their own view (the "backfire effect").

7 When there is nothing new left to say, **thank them for the conversation and walk away.**

HOW TO ACTUALLY CHANGE SOMEONE'S MIND:

- ✓ Offer new, relevant, and useful information.
- ✓ Be respectful and non-threatening.
- ✓ Let them make their own decision.