

How to Hold Effective One-on-Ones (1:1s)

WHAT:

It is an INTENTIONAL CONVERSATION that is held in order to build a relationship. The relationship is built by working to understand the issues that matter to them along with their interests, values and experiences.

A one-on-one can also be used to maintain a relationship as well.

WHY:

Through this conversation, common ground can be identified. Once their story is understood and why this issue or candidate matters to them, then the organizer knows what will motivate them to take action. People are more likely to do something when being asked by someone they know and trust.

HOW:

The format for a 1:1 is simple. The organizer shares their story and asks questions that allow the person to open up, especially regarding the issue/campaign. Remember the goal is to build a connection, not to interview the person or help them work through something. The idea is to ask questions, listen intently, and notice the connections.

PREPARATION:

- Set up the 1:1. Contact the person, introduce yourself and explain that you would like to sit down with them and why. (Is it to get to know each other? Is it to discuss the possibility of working together? Is it to get to know them better? Is it to check in on the work they have been doing?)
- Set a date, time and location for the 1:1 with the other person. Share the length of time you expect it will take (20-45 minutes is common).
- Before the 1:1, take time to think about what you hope to get out of the conversation, what you know about the person, what you hope to find out, and the questions you will ask.
- Make sure you have a clear and specific ask ready as well as alternatives

AT THE MEETING:

- Start with some factual questions (What did/do you do for a living?)
- Share your story and why you got involved in the campaign
- Pivot to open-ended questions
- Some example questions:
 - » When volunteering, what kind of activities do you like the most?



- » When thinking about this campaign, what excites you? What makes you want to get involved?
- » What would you like to work on when it comes to this campaign?
- Acknowledge common ground
- Prepare for the ask by sharing what it is the campaign is doing and why
- Make a clear and specific ask. Make sure the ask makes sense based on what you have learned about the person.
- Respond to the response
 - » If yes, share details and confirm interest
 - » If maybe, find out what that means and adjust ask
 - » If no, determine if it is a no for that date or time or if the no is about the activity
 - Have alternatives ready
- As the conversation ends, make sure the person knows that there will be follow up and thank them
- Follow-up could include:
 - » Confirmation of committed action and/or
 - » Thanking them again
- Reflect on how the 1:1 went and make necessary adjustments before the next one

