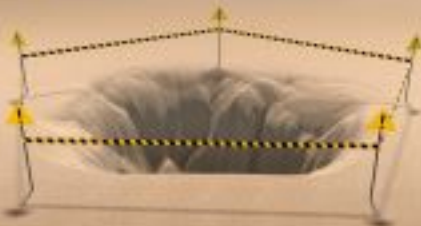


Building The Will

Pro-tips for the Strategic CaseMakers™



Q:

We're trying to change the conversation in our community, but we keep getting stuck arguing with folks who are spreading inaccurate information. **What should we do?**

A:

We know it's frustrating to be out in your community making a case for a brighter future and to be challenged by people who don't seem to have the facts.

Whether intentional or not, people who repeat misinformation create a distraction that only serves to slow down or completely derail your progress. Allowing yourself to get sucked into that distraction is like falling into quicksand – the more you struggle, the more you sink. That's why the best response to misinformation is to side-step around it and return immediately to the path that you were on. The good news is that quicksand is pretty easy to spot and routing around it just takes some practice.

Visit our [website](#) to join the wider community of Strategic CaseMakers and help lead the charge for justice.

Here's how you do it:

Step One

Start a running list of the disruptive phenomena you encounter when you're not getting enough for your work. For example, Surin might just want to be transferred. Many other things are going to make up her life, but you're not. Take care for your activity.

Step Two

Find something you can agree with. Agree with someone if the thing has any positive personal reputation. Figure out what you might do to get it. Think about what you can do to get it through a change of process.

Step Three

Continually update your thoughts about the issue. Agree with all as far as possible in your situation. Even though you can't control your supervisor's thoughts, you can influence it. Ask the stakeholders who are quickly being updated your request.



Did You Know?

- Disruptive comments can also come from your allies and partners. We are all susceptible to the indignation about the possibility of a large and/or all results for received sometimes about the better follow ahead.
- Misinformation and other disruptive comments are common for families, and deep-rooted biases may not even know we have. Talking people out of that stuff is a hard proposition. Better to navigate them around it.
- Move, even repeat like an disruptive information, even to reduce it. That's better as the later information it is people's minds, and as it you even for the back. Don't let you started here.

PUTTING IT ALL TOGETHER

Here's an example of how your pivot planning could take shape for affordable housing development:

CONCERN	SAMPLE RESPONSE
Property values will go down.	The value of my home is important to me, too. What I've learned is that communities with a diversity of housing are more resilient, entrepreneurial and productive, and ultimately more desirable to homebuyers and employers.
Schools will be over-crowded, learning will be affected.	I've gotten in on schools, too, and I totally agree that giving them strong preparation to succeed in the world is important. I've worried about how much harder it will be to recruit quality teachers as they get pulled out of our community.
Development kills the environment.	I agree that we need to be thoughtful about how the growth that housing affects the existing green space we have here. That's why we need to have more land available to us as a community as we negotiate the future we want with our development and building partners.
Lower-cost housing doesn't fit the character of our community.	I agree that the character of our community counts, especially for my that young families like mine have always had opportunities here to plant roots and grow. That's what I love about this place, and the character that found my little one here. That comes with homes that young families can afford.
The traffic will get worse.	I agree that we need to be thoughtful about how the growth that housing affects our and our kids' ability to get around safely. Let's reduce the number of folks who have to drive alone at 8pm on the way back to the house they can afford an hour away. Instead, let's make sure that the people who work here can live here.

