

One-to-Ones

Purpose: To have a *natural but uncommon* conversation with someone you want to know better, about their *values, vision, life, and motivations*.

What is a One-to-One: A one-to-one is a deliberately scheduled meeting between you and another person. This person may be a prospective member, a new member, or an existing member that you just want to get to know better. One-to-ones are a critical tactic in *relational organizing* - that is, organizing that aims to organize people through building relationships, rather than simply treating them as usable resources.

It is sadly common for campaigns to recruit people, have meetings, hold elections, etc. without ever scheduling one-to-one meetings with prospective or existing members. A key part of *retention* of new members is simply having a group member take interest by reaching out to them to have a personal and genuine conversation. Once a one-to-one meeting is done, it is much easier to ask that person to come to the next meeting, to attend an event, to lead a working group, or to run for a leadership position. Furthermore, one-to-ones between existing members can strengthen their ability to work effectively together and trust each other.

Objectives:

1. Build a relationship.
2. Obtain information about the person's interests, experiences, and skills.
3. Provide clarity for the person being interviewed about their own motivations or just about the group/issue.
4. Begin to uncover their self-interests.
5. Develop tension that leads to growth.

How to schedule a one-to-one:

- Schedule it in advance.
- Try to schedule it to happen within 2 weeks.
- Plan for at least 30 minutes (ideally 45-60 minutes).
- Scheduling can happen in person or via phone/email.
- Actual meeting should be face to face, NOT by phone.

Sample Script:

"Hi! It was great to meet you at the Kickoff Meeting! I'm so glad that you're interested in getting more involved.

It would be really helpful for us to schedule a conversation where we can get to know each other, and you can hear a bit more about the group and what we're working on.

Would you be down to schedule an hour over coffee on Tuesday or Wednesday next week?"

What a one-to-one is NOT:

- *Survey* - Don't jot down answers to a list of questions.
- *Chit-chat* - Don't just ask questions to fill time. Ask questions with the intention of getting to know them better.
- *Psychoanalysis or Debate* - Don't try to question or, worse, argue their experiences or opinions.
- *Sales job* - Don't try to "sell" the group to them. Speak honestly and relationally. If they like what they hear, they will join.

A good interviewer is:

- Courageous
- Curious
- Non-judgmental
- A good listener

Open-ended "questions" to ask:

- Why were you interested?
- What was that like?
- How did that happen?
- Why did that matter to you?
- Tell me more about that.

Best Practices:

- Direct the conversation - Be prepared to ask some questions to get the conversation started. You want to steer the conversation toward talking about their interests.
- Be an active listener - Put your phone away. Make eye contact. Try not to interrupt them.
- Listen more than you talk - Encourage them to share. Unlike tabling, you don't have to present a pitch.
- Go deep, not broad - Ask open-ended questions rather than yes/no questions.
- Leave with next steps or options - By the end of the conversation, you should have an idea of what areas of the group this person might be interested in. Present some options and make an ask that allows you to follow up. Ex: "There's a working group meeting next Thursday that is focused on educational events. Would you like to come with me to that meeting and see what it's like?"
- Reflect - Leave some time after the end of your meeting to reflect on what you learned about the person and what you could have done better. [see below]

NOTE: There may be some awkwardness in the first few one-to-ones. In general, they should be fun and meaningful. That's the sign that you are doing a good one-to-one! Do not stress too much about one-to-ones being "perfect." The important thing is simply to do them.

In short: Someone is interested in joining your group. The purpose of a one-to-one is to understand why!

Reflection:

Relationship:

- What do you have in common? What might be the basis of a relationship?

Self-Interest:

- What are some important things you learned about this person?
- What does this person care most about? Why?
- What does this person get excited talking about?
- What are some talents, background, and/or skills this person has to offer? Where are they using them?
- Why is this person involved in the things they're involved in?
- Is there a potential role in the campaign that would really get them excited?

Self Evaluation:

- What did you do well? What can you do differently next time?
- Did you listen for the stories behind this person's facts and opinions?
- Were there "leads" that this person gave you that you didn't follow up? Why?
- How did this visit feel to you? Did you feel like you began to establish a relationship? Would you be interested in talking with this person again?

Write down a list of **10 people** you want to have a one-to-one with, and a goal number for the **next 4 weeks**.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Goal # of one-to-one meetings for the next 4 weeks: _____