



Sustainability Ideas and Projects

How to Win People Over

- Please complete the following worksheet, step by step, alongside the presentation.
- Please wait for the respective challenge before you write anything down.

Challenge #1

The goal of this first challenge is to get to know the people you want to persuade. For this purpose, answer the following four questions.

1. My/our sustainability project deals with the following **topic**:

2. **Who** do you want to get involved in (the implementation of) your project?

- One person.
- Several people.

3. What **personal interest** does your counterpart have in your project?


- Same level of interest** as me.
- Other** interests than me.
- I don't know yet.

4. How many **time and mental resources** will your counterpart have?


- My counterpart **is able to** listen to me **attentively** for a few minutes.
- My counterpart **is** probably **not able** listen to me attentively.
- I don't know yet.

Good to Know: How Does Our Brain Work?

Rational System

- conscious and purposeful
- requires lots of cognitive resources
- slow 
- responds to **logical, objective arguments**
- pursuit of longterm goals possible
- **communicates via language**

Experiential System

- unconscious and automatic
- requires less cognitive resources
- very fast 
- responds to **situational cues**
- survival
- **communicates via emotions, images, and stories**

Challenge #2

The goal of this challenge is to create **a persuasive message**. Find three coherent, logical, and compelling arguments in favor of your project:

1. _____

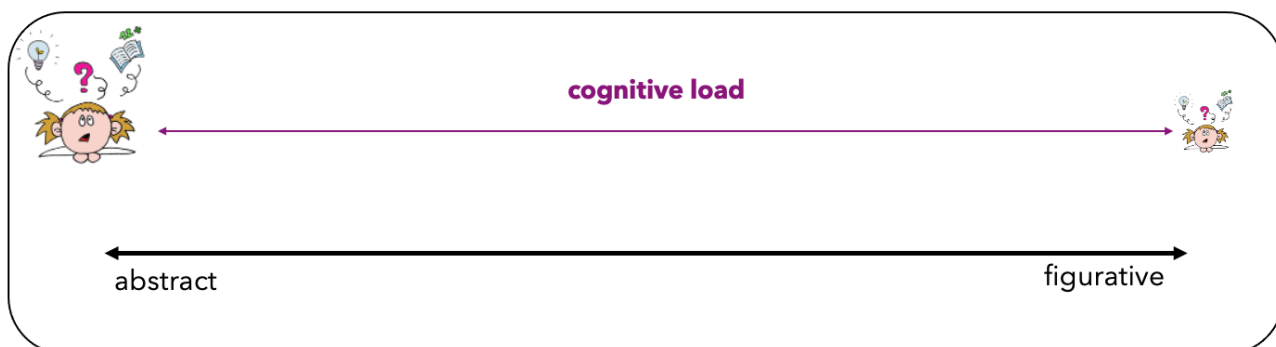
2. _____

3. _____



Challenge #3

Check how figuratively, specific, and comprehensible your arguments are formulated. Ask yourself: Do your words create pictures in your mind? Can you draw them?



(How) can you make your arguments even more figuratively?

1. _____

2. _____

3. _____

(How) can you support your arguments with photos, videos, graphics?

1.

2.

3.

Space for your own drawings:



Exercise #3

1. What **emotions** does the video trigger in you?

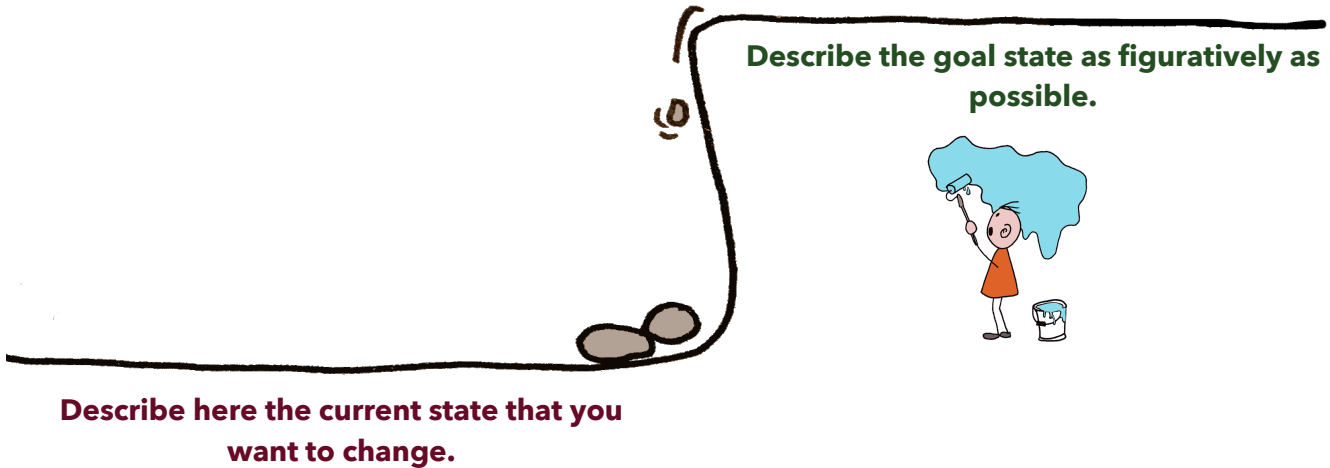
- | | | |
|---------------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> fear | <input type="checkbox"/> joy | <input type="checkbox"/> shame |
| <input type="checkbox"/> helplessness | <input type="checkbox"/> curiosity | <input type="checkbox"/> guilt |
| <input type="checkbox"/> indifference | <input type="checkbox"/> love | <input type="checkbox"/> anger |

2. Are you **motivated** by the video?

- no yes → **What** specifically does the video motivate you to do?

Challenge #4

What positive goal state do you want to achieve? What would the situation be like if you were able to successfully implement your project?



(How) can you present the goal state figuratively (e.g., with photos, videos, graphics)?

Space for your own drawings:

Does the goal state generate pleasant emotions?

- | | | | |
|--|------------------------------------|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> inspiration | <input type="checkbox"/> joy | <input type="checkbox"/> passion | <input type="checkbox"/> hope |
| <input type="checkbox"/> connectedness | <input type="checkbox"/> curiosity | <input type="checkbox"/> happiness | <input type="checkbox"/> confidence |
| <input type="checkbox"/> harmony | <input type="checkbox"/> love | <input type="checkbox"/> contentment | <input type="checkbox"/> courage |

Challenge #5

What specific action can others take to achieve the inspiring goal state you describe? **Give very specific instructions that are easy to implement.**

Challenge #6

How can the recipients of your message personally benefit from your project? Keep in mind that this benefit should be close at hand and in the near future. **Write down your ideas.**

Challenge #7

As a reminder: Heuristics are simple decision rules that people use to judge the validity of messages. Please consider whether you can use one or more of the following heuristics for yourself. **Write down your ideas.**

1. Let the experts speak.

2. Convey positive feelings to your counterpart (see step 4 above).

3. Use recurring opportunities to get your message across.

4. Use the power of the social norm.

Important: In any case, make sure that the heuristic cues you use are not contradicting your argument.