

**Blue Shield of California Foundation Blue Shield Against Violence
Strong Field Project to End Domestic Violence
Regional Institute, Effective & Strategic Communication**

Heart, Head & Hand™ Worksheet

1. With whom are you speaking?
2. What specific action do you wish him or her to take?
3. Why do you want your listener to take this action? How do you define the problem?
4. How does your listener understand the problem? How is your listener going to use what they already know and feel to make sense of what you want them to do?
5. What existing experiences and knowledge might help move your listener to action?
6. Have you had similar experiences? Might it be appropriate to share a story about those experiences?
7. What supporting evidence can you share?
8. If you are asking your listener to embrace something new, can you cite an instance where the new thing has already occurred? Are other people doing the new thing?
9. How can you most simply share both data and stories?
10. If your listener were asked by someone else, "I missed the presentation – what was it about?", what would you want your listener to say in response?