



## Telling someone they're wrong only makes them work harder to prove they're right

Instead, we approach voters with empathy, compassion, and respect; treating them as fellow human beings who can change their views.

By actively listening and addressing their emotions, we build rapport, earn trust, and motivate change in voters.

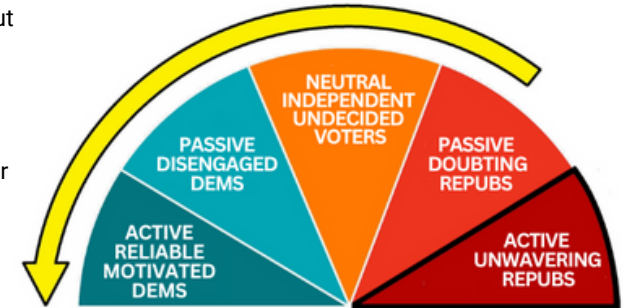
## What is Smart Politics?

*Founded in 2017 by political psychiatrist Dr. Karin Tamerius, we're a non-profit organization of Democrats, liberals, and progressives trying to save the world—and repair personal relationships. We do this by changing how we communicate with people who disagree with us, including Republicans, far-Right extremists, and MAGA supporters.*

- Loved ones, friends, peers
- Supporters of our candidate who aren't motivated, engaged, or active
- Voters who aren't sure about our candidate
- Opposing-party voters who are having doubts and are open to new information
- Folks who won't vote for our candidate, but respectful dialogue helps lower polarization and negative partisanship

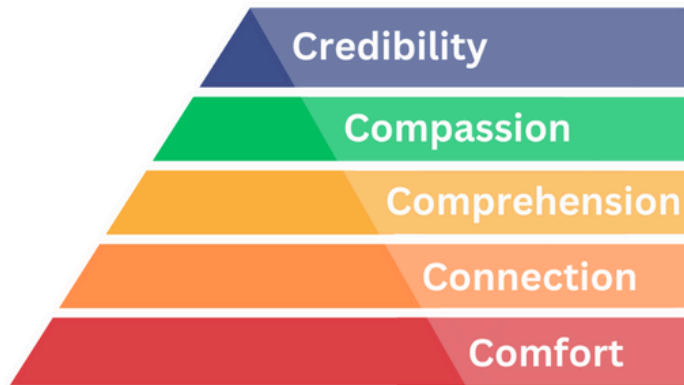
## Who should we talk with?

### Spectrum of Allies



## How do we talk with them?

Working from the bottom up, **THE TRUST PYRAMID** reminds us that helping others feel safe lets them lower their guard and hear new ideas.



- Comfort:** Show you won't attack or try to control them
- Connection:** Show interest, establish affinity, and form an alliance in pursuit of common goals
- Comprehension:** Show you understand them and their point of view
- Compassion:** Show you care about them and aren't just out for yourself
- Credibility:** Show you're rational, knowledgeable, and unbiased

When talking with others, **THE PERSUASION CONVERSATION CYCLE** helps us understand their perspective, find common ground, and respectfully share our own ideas in a mutual, empathetic dialogue.



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