



Transformative Conversations

AIAM Conference, Darwin

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Presented by Myles Chadwick



WHAT'S AHEAD

- Belief (Again!)
- Learning What Doesn't Work
- Social Change
- Effective Advocacy
- Transformative Experiences
- Conversations that Move People



I know my life is better when I
work from the assumption that
**EVERYONE IS DOING THE BEST
THAT THEY CAN.”**

-Brené Brown

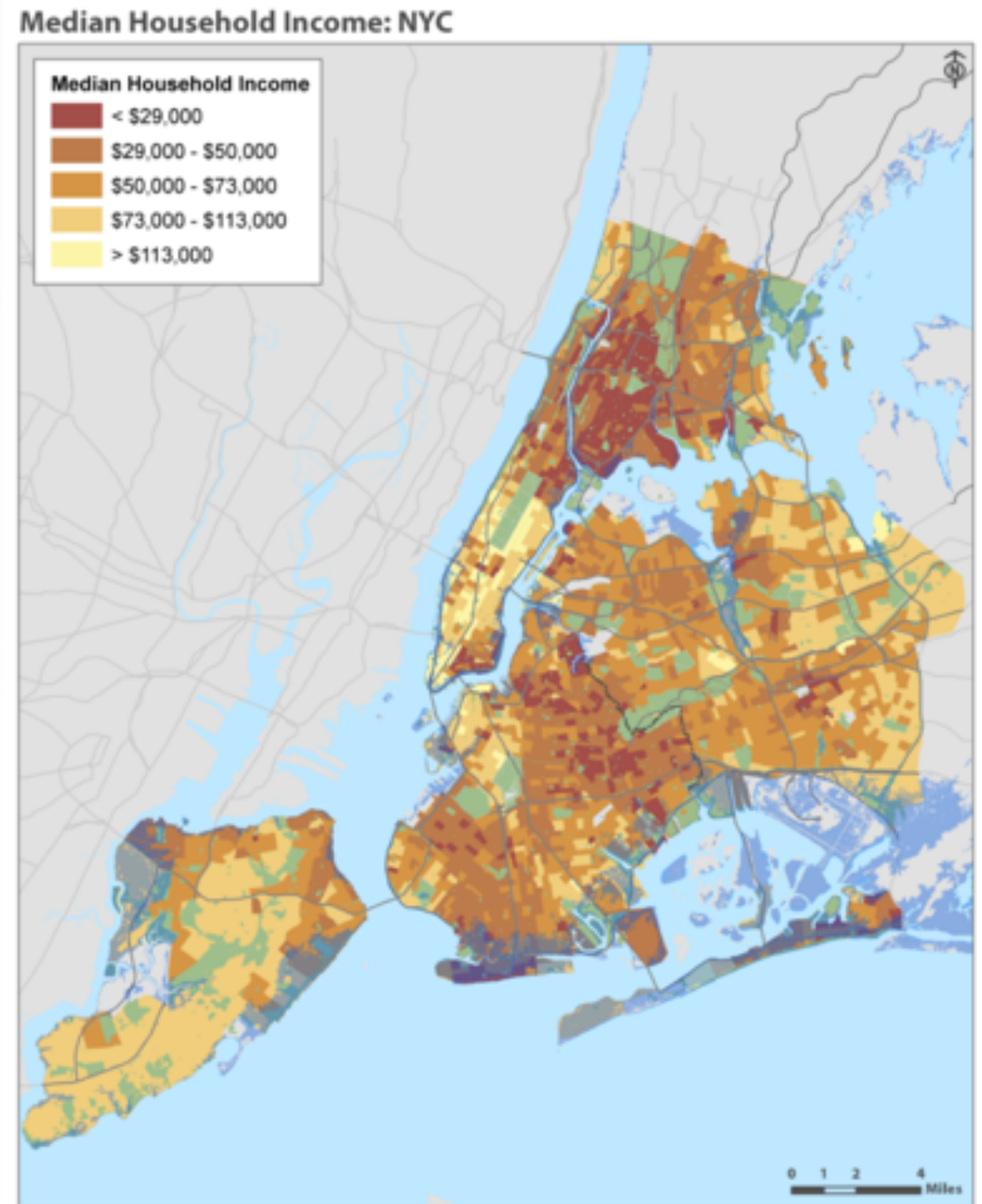


WHAT IF WE BELIEVE...

- In most cases the overpopulation of animals is the result of irresponsible pet owners who wont spay/neuter
- Irresponsible pet owners will not take their pets to the vet until something goes wrong (if ever)
- If they cannot afford (x) they should not have a pet
- Men wont neuter (because they love balls?)
- Dogs on chains or with scars are used for fighting or as bait dogs.



SPAY/NEUTER'S GINGER MESSENGER



Created by: Pratt Center for Community Development
February 2013

Sources: US Census ACS, 2007-2011; DOITT Open Space 2012
ESRI Major Roads 2008, DCP Borough Boundaries 2012



WHAT'S THE POINT?

However successful our old messages and methods may have been, the constituents that we are not reaching, and have never reached, need a different approach.

People change when they feel **safe**,
not when they feel **judged** or **disrespected**.



WE CHOOSE TO BELIEVE THAT...

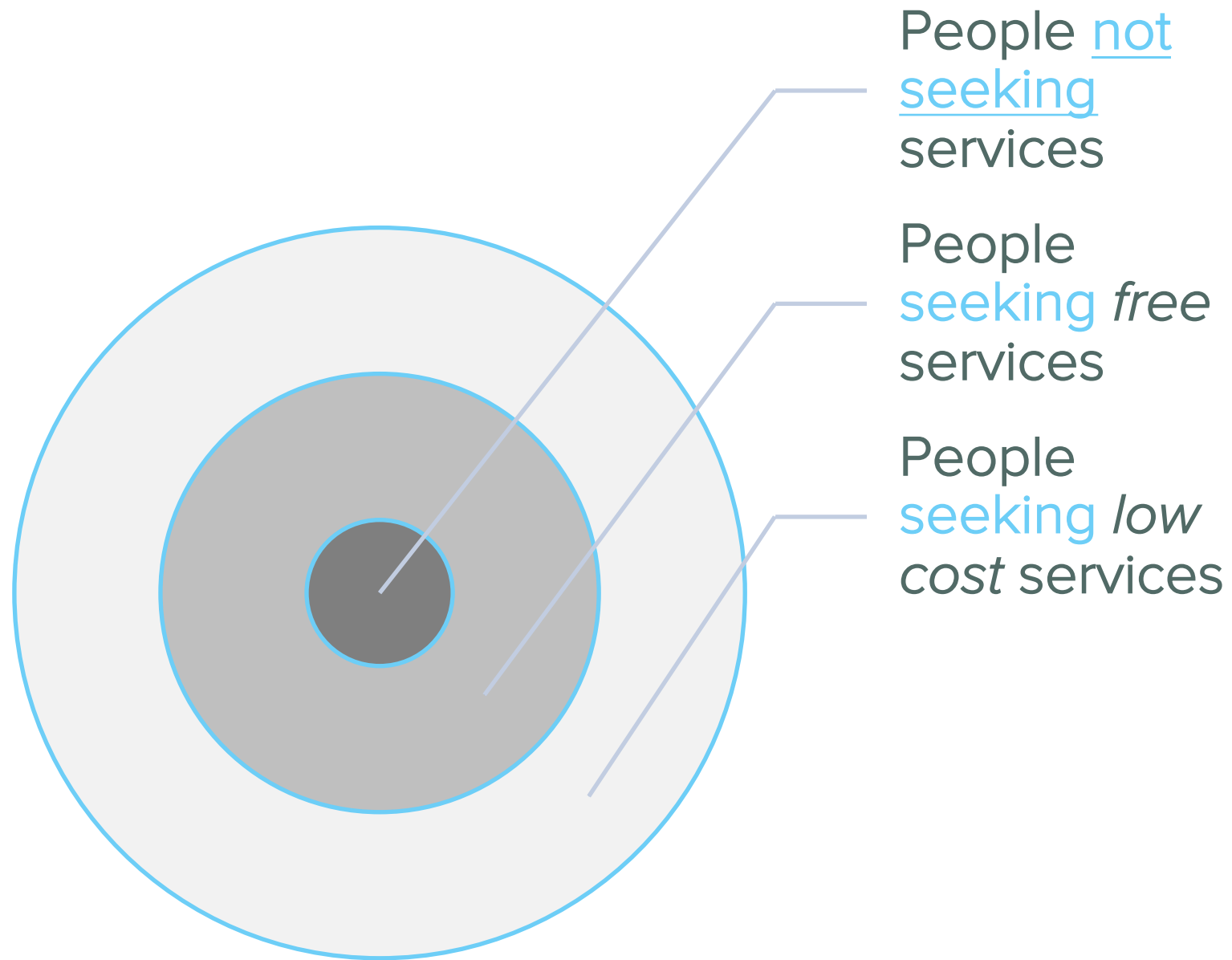
- people are doing the best that they can with what they have.
- pet owners love their pets and want to do what's best for them.
- people want to do good for animals and will take action when empowered and given the opportunity.
- our job is to provide the infrastructure and human connection to make it possible.



Emancipet's mission is to
make high-quality
spay/neuter and veterinary
care affordable and
accessible to all pet owners.



PROGRAMS FOR ALL Y'ALL



An iceberg floating in a blue ocean under a blue sky. The small tip of the iceberg is above the water, while the much larger, jagged base is submerged. To the right of the iceberg, a horizontal white line separates the visible tip from the submerged base. The text 'Behavior Patterns' is positioned above this line, and the other four terms are listed below it.

Behavior
Patterns

Cultural Norms

Values

Beliefs

Systemic Issues

SOCIAL CHANGE

is a

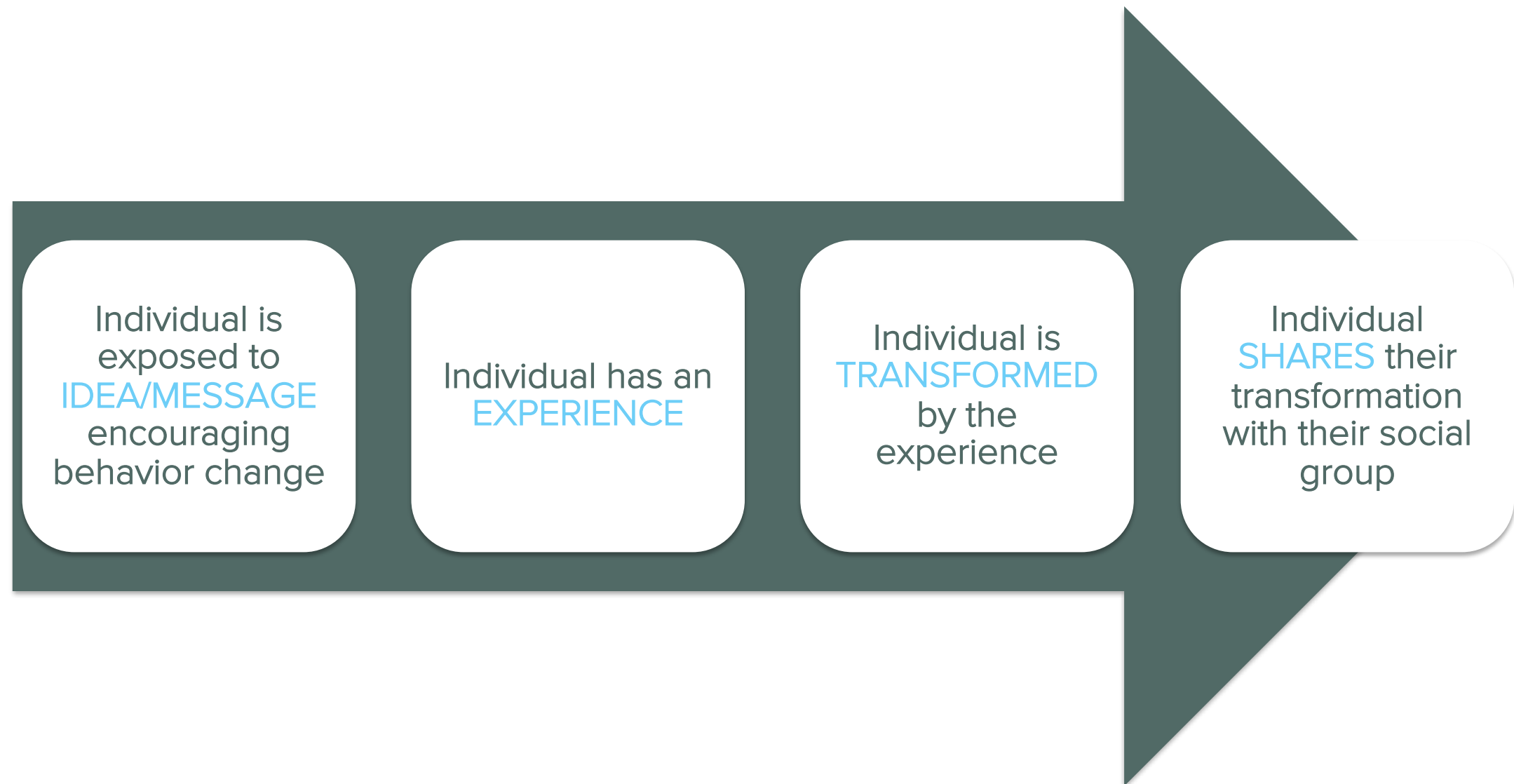
SIGNIFICANT AND SUSTAINED
TRANSFORMATION

in

SOCIETAL BEHAVIOR PATTERNS,
CULTURAL NORMS, AND VALUES
over a period of time.

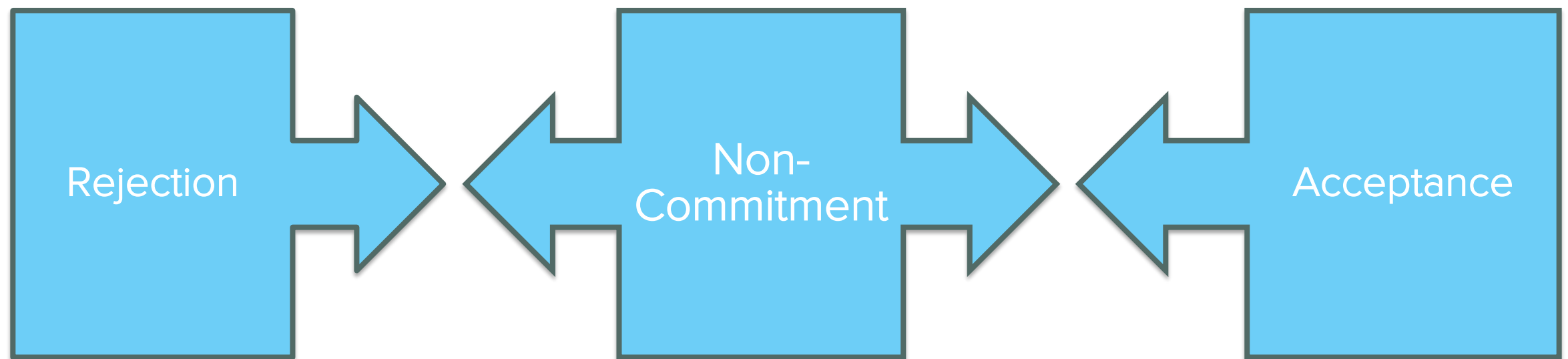


THE PROCESS OF SOCIAL CHANGE



SHARING NEW IDEAS

YOU ARE HERE



WHAT'S THE GOAL?



WHAT KIND OF EXPERIENCES ARE TRANSFORMATIVE?

In-person interactions that happen when the subject is receptive:

- Face to face
- Timing is key

Information is shared by a trustworthy source:

- Visual cues to convey trustworthiness
- First find common ground



WHAT KIND OF EXPERIENCES ARE TRANSFORMATIVE?

Information is shared without judgement:

- You cannot judge someone and serve them at the same time - judgement gets in the way of transformation
- Never make assumptions

Engages the emotions of both people:

- Information alone is not enough
- Listening (really listening), and being vulnerable will create deeper connection

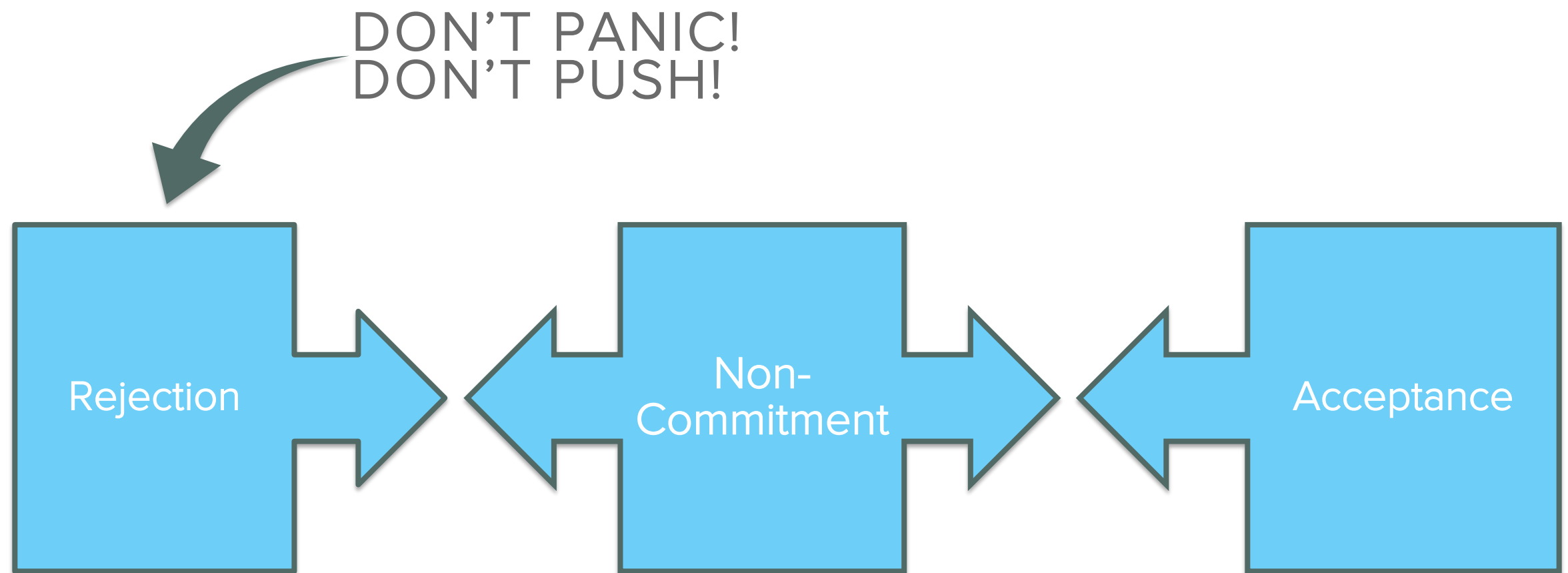


CONVERSATIONS THAT MOVE PEOPLE

- Small talk first
- Listen more than you talk
- Tell personal stories
- Avoid all expressions of judgement
- Stay grounded and in the present moment
- Create an emotional connection



WHAT ABOUT “NO”?



TO DO LIST

- ✓ Beliefs – Assess your underlying beliefs and decide if change is needed
- ✓ Thoughts – Discuss the changes with your team
- ✓ Words – Audit your spoken, web and printed materials for harmful words
- ✓ Actions – Create programs and resources that reflect your perspective



GOT QUESTIONS?

We've got answers!



WE LOVE HEARING FROM YOU!

Visit us online at:
www.emancipet.org/newschool

Drop us a line at:
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