

ONE-ON-ONES

A **one-on-one**, or relational meeting, is an *intentional* conversation that helps you understand a person's values, vision, and motivation. The goal is to build a public relationship that identify self-interest, clarify their concerns, and gather information.

Preparation

Before you ask for the meeting, ask yourself these questions. Think through a rough outline of how you would like to carry out your conversation:

1. What is your goal for this meeting? What do you hope the person would commit to do for you? Be detailed.
2. Why would they do that?
3. What might their number one interest be?
4. What matters most to them?
5. What do I want them to learn about me?

Ask to meet in person. You cannot build a relationship over the phone.

Seek to identify self-interests and motivation. Ask questions that allow you to understand the person's interest and experiences. Listen to hear what motivates them. Use follow-up questions to deepen the conversation. Follow your own curiosity!

Establish common ground. Share some things about yourself and your experiences. Seek to find ways that your work and values intersect with theirs.

Ask who else you should talk to. Who else might be good to talk to and understand their perspective? Ask if they are willing to connect you to them? Pursue those connections. People who are able to offer people for you to meet is an important signal that they have a network and are connected.

Sample One-on-One Questions

Questions that get at Motivation	Program/Organization Questions
<ul style="list-style-type: none"> • What brought you to this work? What did you do before? 	<ul style="list-style-type: none"> • How long have you worked here? What does the organization do?
<ul style="list-style-type: none"> • Why do you <i>continue</i> to work? 	<ul style="list-style-type: none"> • What is your work?
<ul style="list-style-type: none"> • How long have you lived in this community? 	<ul style="list-style-type: none"> • How long has the agency been around?
<ul style="list-style-type: none"> • What are common issues that families you serve face? What do you think about the issues? 	<ul style="list-style-type: none"> • How does the organization address the needs of families?
<ul style="list-style-type: none"> • What do else do you do outside the organization? 	<ul style="list-style-type: none"> • Does the organization belong to networks or advocacy groups?

MAINTAINING RELATIONSHIPS

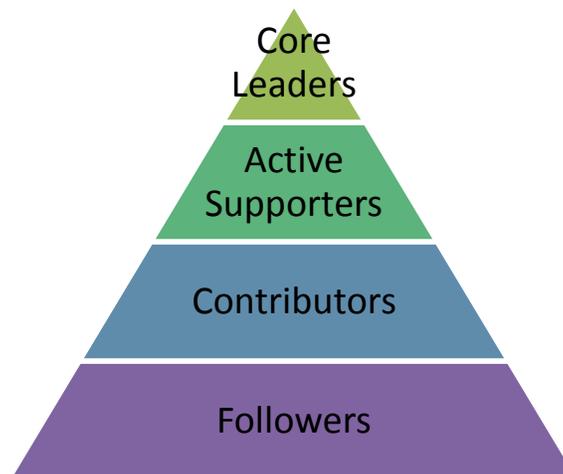
Follow up.

Once you have a better idea of who the person is and what they value, find ways to keep them engaged. Common strategies:

- Invite the person to an event or training that connects to their self-interest. If they do attend, be sure to greet them and introduce them around.
- Engage the person in small activities like attending a local meeting or event. Debrief with the person (by phone or in-person) after events or activities to reflect on their experience and demonstrate to the person you care about connecting them to their interests.

Keep track of new and existing relationships.

After each one-on-one, write notes about the meeting, their interests, and points that you covered. At Illinois Action for Children, we use an **Engagement Pyramid** to identify the specific level of interest and commitment from each individual. The ultimate goal is to work with each level to move more individuals toward higher levels of involvement.



Four levels of engagement:

1. Followers – “I care about the issue and sign up to receive emails, but I am not sure if I have time to do anything else at this moment.”
2. Contributors – “I’m committed to the work and will pitch in to help, but I don’t know if I can attend every action and participate in every event.”
3. Active Supporters – “I will support most activities and attend some events, but I am not ready to take on leadership responsibilities
4. Core Leaders – “You can count on me to get the job done. I am willing to take the lead on carrying out this mission.”