

***Pivoting / Bridging Worksheet***

***If we don’t define “it” – someone else will!***

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| **They want to talk about…** | **Pivot / Bridging Statements****(Never refute, Always REFRAME)** | **Our Frame / Messages****“Prime with Values” and “Order Matters”** |
| 1. . **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
 | * **Good question…**
* **You are missing an important point…**
* **Ask a question…**
* **Here’s what I know…**
* **Here’s how our association’s members feel about it…**
* **Typically, here’s what happens…**
* **Here’s what our members are doing about it**
* **Our next step is…**
* **The issue is important because…**
* **Use the person’s name…**
* **I am not sure about that because our members are more interested in our students well-being. That’s why…**
* **Your own: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ***Level 1: Value(s):*** **Students are at the center of everything we do…including electing great decision-makers!**TONY THURMOND and GAVIN NEWSOM will stand up for all of our students. ***Level 2: Issue Categories*** **Tony and Gavin will fight for** * **Our Students** (Smaller class sizes/ caseloads so students get more individual attention; well-rounded education; access to resources for ALL learners so they have opportunities to succeed)
* **Our Profession** (resources to attract and retain teachers, secure retirement, freedom to negotiate fair return on our work, a seat at the decision-making table)
* **Our Neighborhood Public Schools** (accountability & transparency for all public schools, including charter schools; adequate funding and resources; investing in safe, stable and supportive schools for our students)

***Level 3: Specific Solutions:*** * **Provide your localized details!**
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