

***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!** |