



VoteRunLead
VoteRunLead.org

RUN AS YOU ARE

PART 3

STORY, POWER & PERSUASION

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**Strengthening democracy
by unleashing the power
of women leaders
through training,
technology and community.**

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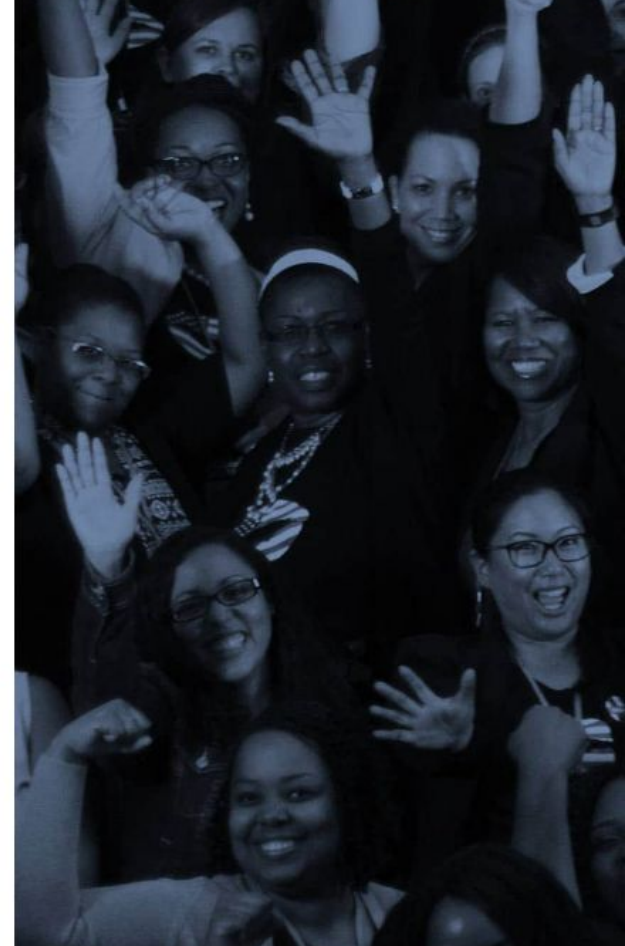


ABOUT VOTERUNLEAD

VoteRunLead is a training powerhouse.

We match you with the right know-how, trainings and how-tos to help you enter politics with a purpose. Our approach is practical, actionable, nonpartisan and individualized. VoteRunLead members are sitting on school boards and in state houses all across America. Our candidates are diverse and dynamic. Our team knows how to support you; we are you. We know that who you are—your values and your life experience—make you an exceptional candidate. We believe in you and we feel the urgency you feel.

Get started with our [3 part web series here](#).



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WEB CLINICS

**VRL readies women to become
elected officials & civic leaders.**

**We do this through industry
partners & experts in our
yearlong web series.**

**Check your email from us every
week for upcoming sessions!**



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REPLAYS



**Today's web clinic will be
recorded & available for
on-demand viewing.**



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CHAT BOX



Introduce yourself!

**Share tips, favorite links,
Your Twitter handle, etc!**

**Take advantage!
Ask your questions for our experts
& we will get them answered!**



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A 3-Part Series

Part 1

What Office Should I Run For?

June 17, Saturday

1:00pm ET, 12:00am CT, 11:00pm MT, 10:00am PT

Part 2

How To Create Your 2018 Finance Plan

June 30, Friday

3:00pm ET, 2:00pm CT, 1:00pm MT, 12:00pm PT

Part 3

Story, Power & Persuasion

July 11, Tuesday

7:00pm ET, 6:00pm CT, 5:00pm MT, 4:00pm PT

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FOUNDER AND CEO OF VOTERUNLEAD

@ERINVILARDI

Training over 20,000 women for leadership, having first launched VRL as Vice President of Program and Communications at The White House Project.

Leadership Development Consultant for Fortune 100 companies, including Yahoo! Business and Human Rights, global girls' initiatives and the U.S. Department of State, reaching women leaders in a dozen international cities.

Co-authored the Athena CORE10© – an innovative set of leadership competencies for 21st century women leaders - at Athena Center for Leadership Studies at Barnard College, Columbia University.

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Faith Winter

TRAINING COORDINATOR

Faith Winter is currently a Colorado State Representative, Executive Director of Emerge Colorado and consultant for VoteRunLead. Faith has spent her entire career inspiring people to action whether it is the thousands of women she trained to run for office at The White House Project, the young voters she turned out in 2004, or engaging her constituents on important issues facing Westminster.

In 2004 Faith was named one of 30 people under 30 showing political leadership by the Youth Vote Coalition, in 2008 she was named one of the top ten most influential women in Denver by the Denver Examiner, in 2010 she was named Woman of the year by Colorado Business and Professional Women northwest chapter, in 2012 she was named one of the up and coming women leaders to watch by the Denver Post, and in 2014 the Colorado Democratic Party named her rising star. Faith loves organizing because she believes the best way to create change is by building power through people. Faith is a VoteRunLead alum from Colorado Go Run.

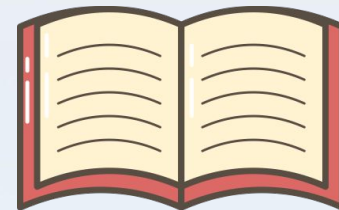
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Importance of Storytelling

- Voters vote for people they like and trust.
- Stories build bridges between your experiences and the voters and their experience.
- Voters remember how you made them feel, not the facts you said.
- Shows your authentic self.



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Finding The Stories To Tell



- What is the single moment that has brought you here today?
- What is a story from your childhood that shaped you as an adult?
- When have you overcome fear?
- When have you helped someone else overcome fear?

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Finding the Stories to Tell

- Tell about a time you tried to help someone else. Were you successful?
- Name someone that has inspired you. Where were you? What happened? Why were you inspired? Be specific.
- Name a time you inspired someone else.
- Name one value you have about leadership. When was a time you exhibited that value?

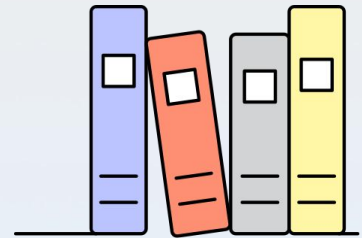
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Finding the Stories to Tell

- What is an issue you feel passionate about? When exactly did you realize this was an important issue? What happened to make it important to you?
- Tell me about a time you cried...
- Tell me about a time you laughed...



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SHOW DON'T TELL

- **Don't ever list issues or qualifications.**
- **Resumes are boring.**



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MOVING FROM ME TO WE

- ***Connected***
- ***Compelling***
- ***Challenge***
- ***Choice***
- ***Opportunity***



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MOTIVATING ACTION

- ***Empower***
- ***Team effort***
- ***Impact***
- ***Urgency***



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PICKING THE RIGHT STORIES TO TELL

***WHAT THINGS DO YOU WANT
YOUR AUDIENCE TO REMEMBER
ABOUT YOU?***

- Timely
- Urgent
- Universal
- Audience
- The Truth Does Not Set You Free



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WHAT VOTERS THINK

CELINDA LAKE RESEARCH SHOWS:

- **Voters express concern about the ability of women to balance competing priorities.**
- **It is important for women candidates – no matter their family situation- to talk to voters about their personal lives.**
- **It is harder for women to recover from critiques.**
- **The age of the children matter.**
- **Voters will raise questions about the candidate's role as a mother.**
- **Voters worry that single women don't understand family concerns.**



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RECOMMENDATIONS FOR WOMEN CANDIDATES

CELINDA LAKE RESEARCH SHOWS:

- **Make it about the voters. Show how your experiences contribute to work on behalf of voters.**
- **Be matter-of-fact. Share details and avoid negative framing.**
- **Be confident. Acknowledge that all working families strive to manage children and work.**
- **Strike the right balance. Don't overshare.**

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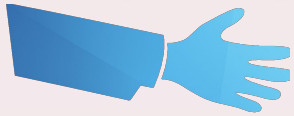


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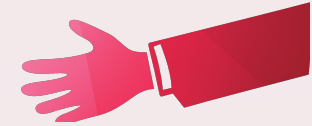
RECOMMENDATIONS FOR WOMEN CANDIDATES

- **Acknowledge your support system.**
- **Understand perceptions on wealth.**
- **Show don't tell. Tell stories not just vague wording like "being there."**
- **Be real. Talk about things like the value of chores.**
- **Give Credit. For non-parents give credit to families and their work. Talk about your interaction with families.**
- **Divorced, lesbian and dating women. Voters view have rapidly evolved on divorced and lesbian women but voters don't want to hear about dating life.**

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NEGOTIATING



- ***Do your homework.*** Research the topic and think through your options before you hold the discussion.
- ***See the situation from all angles.*** Try to understand where the other person is coming from; try asking them to tell you about their needs and key concerns.
- ***Clearly define your goals.*** Prior to the discussion, make sure you are clear on what you want as well as your “walk-away” point (the minimum outcome you’re willing to accept).
- ***Determine the best timing for the discussion.*** You’ll want enough time for the discussion and to hold it when all parties are relaxed and not emotional.
- ***Remain calm.*** Keep your thinking clear.
- ***Listen, listen, and listen some more.*** Spend more time listening than talking during the discussion.

** Taken from Forbes.

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NEGOTIATING



- **Who is the best messenger?**
- **Shuttle diplomacy vs. Round Table**
- **Plan for impasse**
- **Time-outs work**
- **Parrot back concerns**
- **Ease fears**
- **Show the other side how their needs would be met**
- **Be okay being uncomfortable**
- **Decide when to walk away**
- **Divide and Conquer**

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NEGOTIATING: TWO MOST IMPORTANT TOOLS

1. Always start with shared values and revisit those values as often as possible.

2. Listen, listen, listen.



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DEALING WITH CONFLICT

- **Women have a double standard of “needing to be tough as nails and warm as toast” as author Ann Quindilan says.**
- **Women are called shrill, bossy, and worse with too much conflict.**
- **Women are called meek, shy, and weak without enough.**
- **Don’t avoid conflict.**
- **Respond immediately.**
- **Voters like when women stand up for themselves and move on.**
- **Voters like when women come in defense of others i.e. “Mama Bear”**



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DEALING WITH CONFLICT

- **“If you need unconditional love get a dog. Because in this job if you aren’t making someone angry you aren’t doing anything.” — *Senate President Joan Fitz-Gerald***
- **We don’t have to make others feel comfortable.**
- **All uncomfortable conversations are usually worth it.**
- **Women leaders can lead in a way that is tough but stand up to bullies.**



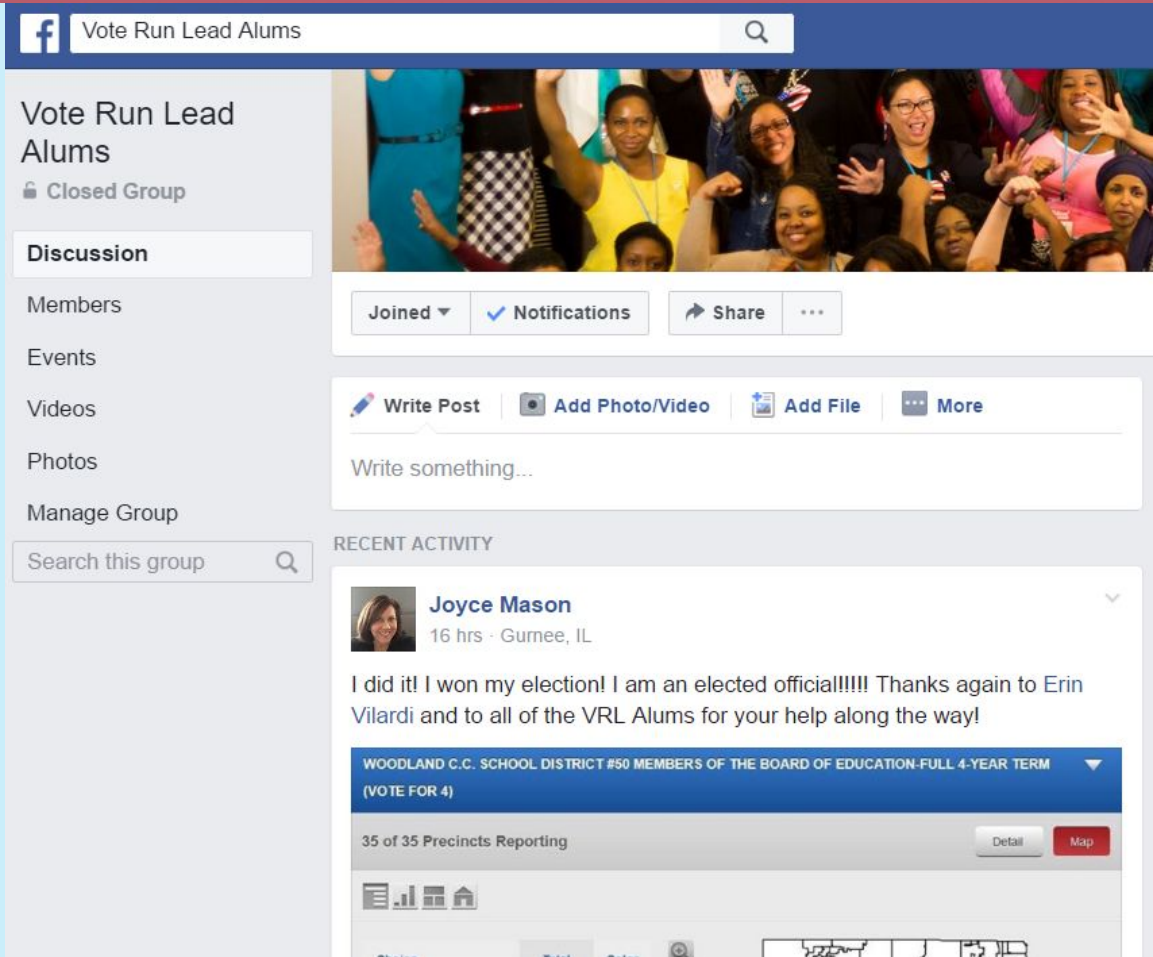
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JOIN US!

VOTERUNLEAD ALUMS FACEBOOK GROUP

facebook.com/groups/voterunleadalums

THANK YOU!



Vote Run Lead Alums
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Members
Events
Videos
Photos
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Search this group

Joined ▾ ✓ Notifications ➦ Share ⋮

Write Post Add Photo/Video Add File More

Write something...

RECENT ACTIVITY

Joyce Mason
16 hrs · Gurnee, IL

I did it! I won my election! I am an elected official!!!! Thanks again to Erin Vilardi and to all of the VRL Alums for your help along the way!

WOODLAND C.C. SCHOOL DISTRICT #50 MEMBERS OF THE BOARD OF EDUCATION-FULL 4-YEAR TERM (VOTE FOR 4)

35 of 35 Precincts Reporting Detail Map

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