



# Difficult Conversations Guide

Talking through disagreements isn't easy—but with the right approach, these tough conversations can build understanding and spark change.



## Lead with values, not data

Share what matters to you most, and frame your arguments around your feelings and experiences. Only sharing facts and correcting people can trigger defensiveness.



## Use reflective listening

Say “It sounds like you...” or, “I’m hearing you say...” to make it clear that you’re truly listening.



## Ask open-ended questions

Continue to open the conversation toward shared values. “What worries you most about the future?” or “What have you heard about that?” You can also ask for permission to engage: “Do you mind if I share my thoughts?”



## Debunk gently, don't over-correct

You're building trust, not winning a debate. Share one simple fact to counter one myth. Don't try to correct every point the other person brings up.

## Use a “Truth Sandwich”



- State the **truth** first → “Wind energy is safe, abundant, and affordable.”
- Indicate the **lie** → “There’s no evidence that offshore wind harms whales.”
- Return immediately to the **truth** → “In reality, climate change itself is harming sea life, and that’s why we need solutions like offshore wind.”



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1

**What are your values?  
What do you believe in  
that you want to share  
with people you love?**

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2

**Why do you care? What  
is your personal story?  
Why were you called to  
do something?**

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3

**Plan how you'd respond  
to someone who doesn't  
agree. List key facts that  
you can lean on.**

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4

**Reflect: How did the  
conversation go? What  
did you learn? Are there  
ways to improve your  
approach?**

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**What is your story of  
self? Why were you  
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Why do you personally  
care?**

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3

**Plan how you'd respond to  
someone who doesn't  
believe with your values.  
List facts that you can  
lean on here.**

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