

### ANATOMY OF A CONVERSATION GONE WRONG

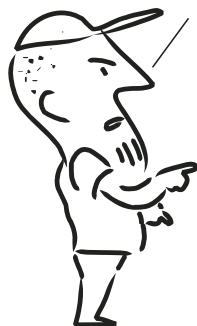
I'M FOR 'W' ALL THE WAY



ARE YOU SERIOUS?! THAT SEEMS STUPID.



IT'S NOT STUPID TO SUPPORT THE PRESIDENT AND OUR TROOPS!



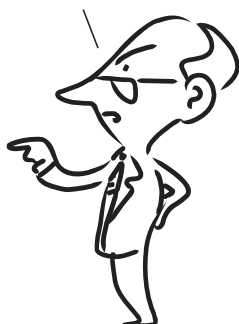
NICE SOUND BITE, NO SUBSTANCE.



MY FAMILY'S SAFETY IS SUBSTANCE TO ME! PERIOD.



EXACTLY! NOW OUR KIDS ARE DYING IN IRAQ, AND THE U.S. IS LESS SAFE.



WHY BOTHER EVEN TALKING TO HIM?



PEOPLE LIKE HIM DON'T UNDERSTAND ANYTHING.



### ANATOMY OF A CONVERSATION GONE RIGHT

I'M FOR 'W' ALL THE WAY!



REALLY?! WHY ARE YOU SO INTO BUSH?



**PRINCIPLE:**

Ask questions out of genuine interest.

9/11 SCARED ME TO DEATH, AND I'M STILL AFRAID.



I DIDN'T KNOW YOU FEEL THAT WAY. I DO, TOO.



**PRINCIPLE:**

Speak from personal experience before exploring positions.

WAIT, I THOUGHT YOU ... UH, WHAT WORRIES YOU?



TERRORISM, JOBS, SCHOOLS, THE ENVIRONMENT, IRAQ.



**PRINCIPLE:**

Examine your assumptions by checking with others.

'W' HAS THE STRENGTH WE NEED. BUT U.S. ISOLATION WORRIES ME.



ME TOO. WHAT PRESIDENTIAL STRENGTHS COULD HELP US RECONNECT WITH OTHER COUNTRIES?



**PRINCIPLE:**

Explore your doubts as well as your certainties.