

## Speakers Bureau Do's and Don'ts

<u><i>Don'ts</i></u>	<u><i>Do's</i></u>
<ul style="list-style-type: none"> <li>• <i>Don't try to convince each person of the total truth and righteousness of our cause in this conversation.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Remember our goals: to provide information, to present a human face, to begin a dialogue and relationship.</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Reflexively answer each question with your stock response.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Listen to the actual question, its nuances and pay attention to the questioner [body language, tone, demeanor];</i></li> <li>• <i>Take time to think about your response if necessary;</i></li> <li>• <i>Probe the questioner if you suspect there's a question behind the question. e.g. "Does your concern/question come out of a particular experience you've had?"</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Try to give "facts" that you are not sure about.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Acknowledge the query as a factual question which you'll need to find out more information;</i></li> <li>• <i>Promise to get back to the person and be sure to follow up.</i></li> </ul>

<ul style="list-style-type: none"> <li>• <i>Try to contradict the questioner's own experience of local opposition of a particular development.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Put the experience in context;</i></li> <li>• <i>Acknowledge that you aren't familiar with all of the facts of that situation;</i></li> <li>• <i>Acknowledge that developers (like everyone else) do make mistakes sometimes.</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Present yourself as an expert on every issue related to affordable housing.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Explicitly acknowledge the complexity and long history of the field;</i></li> <li>• <i>Give yourself permission to say "That's a good question. I don't know the answer now."</i></li> </ul>

<ul style="list-style-type: none"> <li>• <i>Claim that every affordable housing development is well-designed, professionally managed, contributes to the neighborhood, and works perfectly.</i></li> <li>• <i>Refer vaguely to all developers or all developments.</i></li> <li>• <i>Let the education stop with this presentation.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Acknowledge that the affordable housing movement has learned many lessons over the past decade, including on the importance of good design and quality management;</i></li> <li>• <i>Acknowledge that not all developers have the same level of experience, expertise and funding to do everything they and the community might want them to do;</i></li> <li>• <i>Explain that groups such as EBHO are trying to continually improve the work of housing developers.</i></li> <li>• <i>Speak from your own experience and about particular developments that you know.</i></li> <li>• <i>At every opportunity encourage them to go on a housing tour as the best way to understand affordable housing.</i></li> </ul>
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