

Different LENSES



Different Visions

**Understanding and Influencing Political Behavior
Based on Different Moral Perspectives**



Do you ever wonder what motivates people to vote for an issue? To a large extent, people make decisions based on their level of moral development. They view issues through their own “moral lenses” and, often, are unable to hear or understand the views of others.

This workshop applies analysis that places progressive and orthodox political philosophies on Kohlberg’s hierarchy of moral development. Then, it offers concrete strategies for tailoring political advocacy messages to address all levels of moral development.

“We don’t see things as they are; we see them as we are.”

Increase the likelihood that 1) people will take the time to vote and 2) they will support your issue. These strategies work in situations from lobbying legislators to speaking at public hearings to designing political campaigns.

Participants will gain . . .

- a new appreciation of the “moral superiority” of progressives;
- new ways of influencing voters and others to move in a more progressive direction;
- specific strategies for addressing the unique moral perspectives of women;
- strategies for influencing resistant or “moderate” colleagues;
- a protocol for designing political messages to appeal to different levels of moral thinking.

***In this era of evenly divided government,
having this kind of edge is crucial!***

FORMAT OPTIONS

This topic can be offered as a 90 minute presentation, 3 hour workshop, day-long training, or individual consultation, depending on needs.

COST

Variable, depending on time required and location.

TO SCHEDULE

Contact Evonne Hedgepeth, Ph.D., Executive Director

Lifespan Education

Phone: 360-352-9980

E-mail: evonne@lifespaneducation.com

Mailing address: PO Box 11844, Olympia, Wa. 98508