

TIPS for RESPECTFULLY TALKING POLITICS

- **Look for areas of agreement.** Let the other person know you share common goals, even if your preferred tactics for achieving them differ.
- **Avoid personal attacks.** While you don't have to agree with the other person's view, you can still acknowledge that the view is valid, rather than "idiotic" or "evil."
- **Focus on facts and be tentative.** Consider the source of your facts, and ask the other person to do the same. Ask two questions: Could the facts be biased? Could they be interpreted differently?
- **Look for signs of disagreement.** If the other person grows quiet or starts to become defensive, reinforce your respect and remind him or her of the broader purpose you both share.

ABOUT THE RESEARCH. The study collected responses via an online survey of 712 individuals in June and July of 2008. Margin of error is approximately 3%.

LEARN NEW SKILLS. To learn how Crucial Conversations® Training can help you respectfully talk about your political views visit www.vitalSMARTSindia.com or call 1800-1021-345.

According to our study of more than 600 people, talking politics with friends, family, and coworkers can be nasty, difficult, and downright unpleasant for the majority of Americans. So they don't.

This is why 77 percent of people avoid discussing politics, and one in ten report that they stay away from political banter at all costs. In addition, nearly half of respondents reported that they have had bad experiences in the past when sharing their political views—and rather than risk a verbal battle, they hunker down and shut up.

The research shows that talking politics is a matter of emotional control—or lack thereof. As soon as the discussion escalates or becomes the least bit controversial, only 28 percent feel they can control their own temper and only 23 percent believe they can handle it if the other person gets upset.

But what most people don't realize is that it's possible to be 100 percent candid and 100 percent respectful in any discussion—even when disagreeing over their favorite candidate.

About VitalSmarts—An innovator in corporate training and organizational performance, VitalSmarts is home to multiple training offerings, including Crucial Conversations, Crucial Confrontations, Influencer, and Change Anything Training. Each course improves key organizational outcomes by focusing on high-leverage skills and strategies. The Company also has four *New York Times* bestselling books: *Change Anything*, *Crucial Conversations*, *Crucial Confrontations*, and *Influencer*. VitalSmarts has been ranked by Inc. magazine as one of the fastest-growing companies in America for six consecutive years and has trained more than 650,000 people worldwide. www.vitalSMARTSindia.com

KEY RESULTS

77% of people avoid discussing politics

10% stay away from political banter at all costs

Nearly **50%** have had bad experiences when sharing their political views

Only **28%** feel they can control their own temper, and only 23% believe they can handle it if the other person gets upset