

## *“Finding the Words That Get Results”*

**Serendipitous:** occurring or discovered by chance in a happy or beneficial way.

It's a perfect definition of the above named article in The Wall Street Journal's April 8-9, 2023 edition; perfect because it suggests how to achieve the commitment and results our National and CA AAUW Public Policy asks each of us as members.

This short summary of the article highlights the importance of our use of language, and that “certain ways of using language have more impact. They are better at changing minds, captivating audiences and driving action.” Research by author Jonah Berger found that words such as “recommend” is a way to improve acceptance of one's suggestions. Similarly, using “because” followed by your reasoning increases others' receptiveness to your idea by 50%! The author's easiest word change is also the easiest to remember. He points out that we all want to be seen in a positive manner; therefore, rather than asking a person to “help,” we ask them to be a “helper,” a “voter,” a “leader.”

What does this have to do with Public Policy? I recommend that you sign up to be a Two Minute Activist because it is an easy way to stay up-to-date on Public Policy priorities—**explore** the issues, **empower** yourself with the knowledge to share your ideas and **take action** if you desire. I also recommend that you become a helper or a leader in next year's Lobby Days because you will help make our Legislature aware of AAUW's priorities! Fair warning: you can be sure that our “leaders” will use these suggestions as we plan programs for 2024!

Sign up here: <https://www.aauw.org/act/two-minute-activist/>