

# A THREE-STEP STRATEGY

## FOR THE THREE TYPES OF PEOPLE WHO DON'T WEAR MASKS OR SOCIAL DISTANCE



**Agrees With Rule**

"Made a Mistake"



**Neither Agrees  
Nor Disagrees**

"Is Inconvenienced"



**Disagrees With Rule**

"Rule Conflicts with Values"

### Step 1

#### Tools to Try

##### 01 Pennies in the Cup

Don't jump straight into rule enforcement. Say 'hello.' Ask how their day is going. Make small talk. Then casually shift to the rule violation. Whenever possible, try to get "pennies in the cup" when they aren't breaking a rule (so you can "cash them in" later).

##### 02 Friendly Reminder

The first time you are enforcing a rule, ALWAYS assume that the person just made a mistake and needs a friendly reminder. "Oops! You forgot a mask. Want a new one? We have three colors to choose from!"

##### 03 Body Language

Remember that your body language is more important than the words you use. Use all the tools from our core training: approach the person at a casual walk, stand at a 15 degree angle, keep your hands non-aggressive, etc.

### Step 2



#### Tools to Try

##### 04 Sympathize (But Enforce)

The new rules ARE annoying. It is ok to say so, and then still enforce them. "Yeah, I get it. I have to wear this itchy mask eight hours a day. That's our reality for a while, though."

##### 05 Blame the Rules

Keep it from being an argument between you and the person by "shifting the blame" to the group that made the rule. "Yeah, I don't love masks either, but it is organization policy (or state law). I'm just doing my job."

##### 06 Personalize the Risk

Identify someone that you are trying to keep safe. It is hard to devalue the life of a specific person. "Yeah, these masks are annoying, but my son has asthma, which makes him high risk. Just in case, he's worth it." (Note: It is hard to argue against "just in case.")

### Step 3

#### Tools to Try

##### 07 Remember Your Goal

Your only goal is to get the person to wear a mask or social distance. Your goal is NOT to win an argument or change the person's mind. (Arguments don't change minds.)

##### 08 Sidestep the Argument

Avoid getting pulled into conflict by with these three steps:

- 1) Listen to their rant (without making faces)
- 2) Express ambivalence about what they say,
- 3) Pivot back to the rule. "(After listening) Yeah, it is hard to know who is right. But for now, we have to wear masks. "Keep your tone light and "matter of fact."

##### 09 Give Options

Give people options (all of which are acceptable). "Would you like the 'indoor with a mask' option or the 'delivered to your car and you don't have to wear a mask' option? We are here to serve!" Keep your tone of voice friendly, not sarcastic.