



OBSTACLES TO IMPROVING OUR SIDE'S COMMUNICATION

Obstacles to reaching a broad consensus, adoption & branding
of an **OVERARCHING/OVERRIDING AUTHENTIC DEMOCRATIC/PROGRE MORAL IDENTITY/WORLDBVIEW**

- 1) Lack of understanding of importance of the moral dimension of politics, that . . . All politics is moral
- 2) **We're much more focused on the ISSUES THAT DIVIDE US than on the core moral values that unite us**
- 3) We're used to communicating the wrong way and we've done it for a long time
- 4) Lack of understanding that verbal, visual branding & repetition works, or how branding works in the brain
- 5) A belief that to win we'll need to continue doing what we've been doing, but doing it harder
- 6) Egos and leaders — who could lead by example — saying: “You can't teach an old dog new tricks”
- 7) We lack a broadly trusted, well-funded infrastructure (ex. an institute) to generate & distribute words & to train people nationally



TAKING OUR COMMUNICATION STRATEGY UP A NOTCH