



# CHANGE OF HEART

## 1. Change-of-heart stories

Are highly effective for communicating about complex, emotionally sensitive topics because they reduce defensiveness and let audiences draw their own conclusions. They create space for people to reflect, rather than react, which makes them more open to new ideas.

## 2. Relatability is essential

Stories resonate most when told by messengers who share identities, values, or lived experiences with the audience. When people see themselves in the storyteller, the message feels more trustworthy and grounded.

## 3. “Show, don’t tell”

Strengthens persuasion by illustrating how someone moved from discomfort or opposition to support, rather than instructing audiences on what to think or citing majority opinions. This approach helps audiences understand the emotional and experiential journey behind the shift.

## 4. A simple storytelling formula

Guides effectiveness: who the messenger is, what they used to think or feel, what shifted their understanding, and what they now believe or support. This structure ensures the story feels authentic, coherent, and easy to follow.

“I lived in single-family homes my whole life. I am now disabled and help care for my mom, who is a senior, and my baby nephew. I didn’t know one day I would be in a condo community with affordable housing units, but I am, and it’s okay. People need different and affordable options at different stages of their lives. Life can change drastically, very quickly, and having somewhere to land safely is a basic fundamental American dream.”

Eva Anders, Adams County

“I never thought homeownership was possible for me. Thanks to Beyond Home, Thrive, GlobalMindED, and Habitat for Humanity, I found stability, support, and the tools to build a better future. Today, I’m a proud Habitat homeowner—and so grateful for the community that helped me get here.”

Angela Martínez,  
Condado de Arapahoe



### This Good Neighbor Toolkit Helps Build Support for Housing

This is part of a series of six one-page guides to build public support for inclusive housing policies in Colorado. It is grounded in research with Coloradans and the evidence-based Heartwired framework.

For the full Good Neighbor Toolkit, go to [bit.ly/goodneighbor toolkit](https://bit.ly/goodneighbor toolkit)