THE LAYER CAKE:

A FRAMEWORK FOR UNDERSTANDING HOW MINDS CHANGE

As many of us know, it can be difficult to change someone's mind. As David McRaney notes in *How Minds Change*, people often have to change their own mind rather than be convinced by another person. To consider how this happens, think of a layer cake:



The idea behind this metaphor is that we should spend less time talking about ourselves and more time encouraging the other person to share their story. In telling their story, the person begins thinking about their own thinking and, in doing so, can open up space to change their own mind.

So the next time you're trying to get someone to think more like you, remember the layer cake and give them the biggest piece.

Source: David McRaney. *How Minds Change: The Surprising Science of Belief, Opinion, and Persuasion*.

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