

A CONVERSATION GUIDE FROM I-GNITE

Find Your Voice.



These cards exist because the toughest conversations about identity, Israel, and antisemitism rarely come with a script. This guide won't hand you one either — it gives you the tools to think clearly, speak honestly, and stay in the room when things get hard.



CO-WRITTEN WITH

Charlotte Korchak

Global educator and founder of The Jerusalem Education Institute

Want to go deeper? I-gnite runs live workshops and events — find an upcoming session at i-gnite.org

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TOOLS FOR REAL CONVERSATIONS

Best Practices in Conversation



ASK YOURSELF

“What is the goal of this conversation?”

KEEP IN MIND

- Stay calm, professional, and respectful
- Build friendship, not allyship
- Be proactive — don't wait for them to start the conversation
- Actively listen, not to respond but to understand
- Be gracious, be kind, be patient
- Know the facts

READING THE ROOM

Do's & Don'ts of Body Language

90%

✓ DO

- Make eye contact
- Shake their hand
- Smile
- Open arm gestures
- Lean forward

✗ DON'T

- Roll your eyes
- Point your finger
- Get in someone's face
- Cross your arms
- Lean back

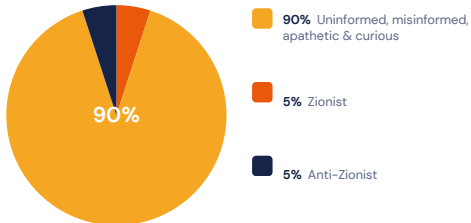
90% of communication is non-verbal

BEFORE YOU SPEAK

Know Your Audience

90%

Most people you'll speak to aren't committed to either side — they're still forming their view.



DEFINITIONS

Zionists Those who believe in a Jewish state in the Land of Israel.

Uninformed, misinformed, apathetic & curious Those who can still be influenced.

Anti-Zionists Closed-minded and set in their thinking that Israel should not exist.

TAILOR THE CONVERSATION

Meet Them Where They Are



ASK YOURSELF

“What is the goal of this conversation?”

ZIONIST

Educate, motivate, inspire, and discuss disagreements or criticism of Israel.

ANTI-ZIONIST

Only engage when trying to understand their arguments.

UNINFORMED

Meet them where they are at and start with fundamentals.

MISINFORMED

Correct the misinformation and provide accurate information and resources.

APATHETIC

Make it personal through stories to try to spark interest.

CURIOUS

Create a safe space where they can ask you questions.

REAL QUESTIONS,
REAL CONVERSATIONS

Is anti-Zionism a form of antisemitism?



WHAT IS ZIONISM?

The belief in a Jewish state in the Land of Israel.

- Zionism is the expression of the Jewish people's right to self-determination in their homeland. To deny that right only to Jews is discrimination — and therefore antisemitic.
- Jews have suffered historic persecution as a defenceless minority. The lack of protection in host countries shows why a Jewish state matters for Jewish self-defence — without it, Jews would again be defenceless victims.
- When Jews become the target for the actions of the State of Israel — while no other group is targeted for their government's actions — that is antisemitism.

THINK · SHARE · RESPECT

It's okay to have questions. It's not okay to dismiss or demonise.
Listen. Learn. Speak up.

A FRAMEWORK WORTH KNOWING

The Three D Formula of Natan Sharansky

D

D

DELEGITIMIZATION

Denying Jews the right to self-determination in their ancestral homeland.

D

DOUBLE STANDARD

Holding Israel to a higher standard than every other country in the world.

D

DEMONIZATION

Representing Israel and Israelis/Zionists as a unique and extreme evil.

FOR CONVERSATION

Do you agree or disagree with this framework? Why?
Can you think of examples of each “D” in media, on campus, or online?
How can we challenge these ideas respectfully?

A FRAMEWORK FOR DIFFICULT
MOMENTS

The A-R-M Method



First of three moves for navigating a hard
conversation. R and M follow on the next cards.

A = ACKNOWLEDGE / ANSWER

VALIDATE AND/OR AGREE WITH THE ARGUMENT WHERE POSSIBLE

AGREE WITH THEM

"You're right."

"I see where you're coming from."

IF THEY'RE WRONG

"I think you've been misinformed."

IF THEY CROSS THE LINE

"That's offensive."

SHOW EMPATHY

"The loss of innocent life is tragic."

THE PSYCHOLOGY BEHIND IT

Why It Matters



WHY DOES IT MATTER?

It is important to find common ground when in conversation to create a positive foundation upon which disagreement can rest. When you can agree, say it out loud. Agreement promotes comfort which encourages positive dialogue. Acknowledgement can be a two-way street — oftentimes, we agree on facts, just not the conclusion that is drawn. **When something factually incorrect is stated, the misinformation must be corrected, but in a delicate manner,** because psychologically, people avoid the shame that comes with being wrong. That is why we avoid using the phrase “~~you’re wrong.~~” and soften it with phrases like **“I can understand why you think that”** or **“I think you may have been misinformed.”**

SOFTEN THE CORRECTION

✗ ~~“You’re wrong.”~~

✓ *“I can understand why you think that.”*

✓ *“I think you may have been misinformed.”*

A FRAMEWORK FOR DIFFICULT
MOMENTS

The A-R-M Method

R

Second of three moves. A = Acknowledge came first; M = Motivate follows on the next card.

R = REFRAME

We often need to reframe the conversation — either by correcting misinformation or providing more context. That means either changing the frame, or changing the lens by zooming out.

Not apartheid → **democracy** **Not genocide** → **war**

Yes, Israel has a military presence in the West Bank — but we need to understand why.

HOW DO WE REFRAME?

Facts & figures Provide facts and figures to ground the conversation.

Stories Tell stories to help bring facts and figures to life.

Analogies Make it relevant — bring the issue close to home with something they can identify with.

“Increased airport security after 9/11...” “If Northern Ireland launched missiles at England...”

Role reversal Put them in the shoes of a policy or decision maker — what would they do?

- A rocket landed at a school from a launch pad on the roof of a hospital. What would you do?
- You're a soldier at a checkpoint; intel warns of a bomber. An elderly man in an ambulance needs to reach a hospital fast. What would you do?

WORDS CARRY WEIGHT

Why Terminology Matters



THREE REASONS TO USE DIFFERENT TERMINOLOGY

- 1 To be more accurate by being specific
- 2 To minimize a negative connotation with softer language
- 3 To be more impactful by using stronger language

Both terms can be correct (not always) — it depends on the circumstances.

WHAT IS SAID

ALTERNATIVE PHRASING

Israel-Palestinian Conflict

Arab-Israeli Conflict

Occupation

Administration / Presence

Occupied Territory

Disputed Territory

West Bank

Judea and Samaria

Checkpoint

Security Checkpoint

Wall

Security Force Barrier

Militant

Terrorist

Israeli Was Killed

Israeli Was Murdered

Giving Back Land

Giving Up Land

A FRAMEWORK FOR
DIFFICULT MOMENTS

The A-R-M Method



Third of three moves. A = Acknowledge and R = Reframe came first — this is how you close.

M = MESSAGE

End on your message. Encourage further dialogue, positivity, peace, and looking forward.

Leave with a call to action.

WORDS THAT WORK

Peace

Hope

Dream

Future

Imagine

Children

Try weaving two or three of these words into your closing line — the goal is to leave people thinking about what's possible, not just what's wrong.

HOW YOU CLOSE STAYS
WITH THEM

End Strong



WHY IT MATTERS

People remember the last thing that you say, so make it powerful. Your message will help people understand what you ultimately believe in and the positive future that you want to see for both Israelis and Palestinians. Using the suggested words, you can produce a message that is positive and forward thinking. The message can help steer your audience to action that is helpful, not harmful.

THE TAKEAWAY

Steer toward action that helps — not action that harms.

END ON PEACE, NOT ANGER

IDENTITY & HISTORY

The Jewish Story



Three threads, one throughline —
rootedness, survival, and self-determination.

- 1 **Indigenous roots** Jews have indigenous roots in the Land of Israel.
- 2 **Exile & persecution** Jews experienced thousands of years of exile and persecution.
- 3 **Liberation** Liberation through Zionism.

WHAT IS ZIONISM?

The belief in a Jewish State in the Land of Israel.

SIX TYPES OF ZIONISM

Labor

Political

Revisionist

Religious

Cultural

Diaspora

COUNTERING
MISINFORMATION

Myth vs. Fact



MYTH

“Jews are white, European colonizers who stole Palestine from the native Palestinians.”

FACT

- ✓ **Not white.** Jews are not white — they are multi-racial.
- ✓ **Not European.** Jews are not European; some Jews ended up in Europe.
- ✓ **Indigenous.** Jews are indigenous to the Land of Israel.

*Names for the same claim don't change
what's historically true.*

CLOSING WELL

Disagreeing Well



Can disagreement strengthen a friendship? How you close the conversation says a lot.

WAYS TO END THE CONVERSATION

Even in disagreement — can disagreement strengthen a friendship?

“We can agree to disagree, but I'm glad we were able to speak respectfully and understand each other's viewpoints.”

“We don't have to always agree; we need to be able to disagree respectfully.”

“Conversations aren't about agreement; they are about learning from each other to better understand each other and why we think differently.”

HOLDING YOUR GROUND

Know Your Values



Understanding is the goal — but understanding is not the same as sacrificing who you are.

In conversation, we are not always searching for agreement — but to learn from and understand each other.

“I really appreciate some of the things you brought up, and I will make an effort to learn more about them, and I hope you will too.”

“Keep the lines of communication open so we can continue to let our relationship develop in a positive way. Let's not allow issues we disagree on to get in the way of our friendship.”

KNOW WHERE THE LINE IS

You shouldn't sacrifice or need to hide part of your identity or core values to maintain friendships. It's one thing to have a disagreement; it's another thing to have a disagreement on core values. **No relationship should demand you sacrifice your values and identity.** *Ask yourself if that relationship is worth it.*