

Concede-and-Redirect Formula

Module 2.8 · Advocacy Academy · Steampunk Farms

The Formula: "You're right that [genuine concession]. And [redirect that builds on the concession rather than contradicting it]."

Examples by Pattern

Their Argument	Your Concede-and-Redirect
"Organic is too expensive"	"You're right that it costs more at the register. And that's what frustrates me — the cheapest option often has the most hidden costs."
"You can't be perfect either"	"You're right — I'm not perfect at this. And I think that's okay. I'm just trying to do a little better where I can."
"It's natural to eat meat"	"You're right that humans have eaten meat for millennia. And a lot has changed about HOW we do it — that's the part I think is worth looking at."
"One person can't fix this"	"You're right that one person can't fix the whole system. And that's not what I'm asking. I'm talking about one small thing."
"Factory farms feed millions cheaply"	"You're right that cheap food matters enormously. And I think we should ask what's making it so cheap — and who's paying the difference."

Rules: The concession must be genuine. The redirect must build on it, not contradict it. If you don't believe the concession, find the part you DO believe.
