

MODELS

Sample Agenda for a One-on-One Organizing Conversation



Organizing conversations take place in many different settings. The steps below represent the ideal situation, where two people are free to talk in a comfortable setting with few time constraints or distractions. The ideal setting for the organizing conversation normally is away from the workplace.

STEP 1: INTRODUCTION

Get the person's attention and show the urgency of the conversation:

- be clear about who you are;
- be clear about why you are there; and
- explain why it's important to talk now.

STEP 2: GET THE STORY

Find out what this person cares about and would like to see changed at the workplace:

- What kind of work does the person do? What matters to them?
- How does work impact the person and what would they like to see change?

STEP 3: SHARE A VISION

Lead a conversation about how forming a union can make a difference about what this person cares about:

- connect problems to solutions;
- brainstorm ways that “power in numbers” can make a difference; and
- talk about concrete outcomes that are important.

Get the Story: Listen and Ask Questions

- Show genuine interest and learn about this person.
- Ask follow-up questions, don't just survey their experiences and interests.
- Ask for an opinion: Do you think that's fair? Is it right that things work like that?
- Ask “Who Decides” questions: Who decided things were going to be that way?

STEP 4: INOCULATE AGAINST OPPOSITION WE MAY FACE

Inoculate about the employer effort to stop workers from organizing:

- discuss why the employer might oppose a union organizing drive;
- educate about the most common employer messages and tactics; and
- address concerns that a worker might have: *"Can I be fired?"*

Common Employer Tactics

- Creating fear about dues
- Creating fear about strikes
- Third-party and captive-audience meetings
- Anti-union videos
- One-on-one talks with managers

STEP 5: ASK FOR COMMITMENT

Ask if they agree with the need to get active and build the union, and ask each person to be active and play a role in the campaign:

- Impart the message that every person's opinion and action is important, and together we can win;
- challenge the person to find specific ways to contribute and make a difference;
- remind the person to rely on what they care about and their personal vision when making a decision to get involved;
- have a plan for followup if the person has questions or needs time to think about the discussion; and
- give hope that together, we can win!