



TO REACT, OR NOT TO REACT?

If management puts out a “fact sheet” filled with lies, how should you respond? It can be tempting to thoroughly refute every point, but you should stop and think before going down that rabbit hole.

WHEN NOT TO REACT:

Do not respond to the boss’s message just because:

- It’s infuriating.
- It’s a lie.

Why not?

- Management is trying to distract and confuse.
- If derailing works, they’ll keep it up, supplying more lies as quickly as you can debunk them.
- When you’re on the defensive, you are—for the moment—losing.

What to do instead:

Avoid dignifying an attack with a written response. Co-workers may be looking to you for cues on whether to take it seriously. You want to keep the focus on your issues, not their attacks.

WHEN TO REACT:

Do respond if:

- Management’s message is getting traction—people you care about are talking about it.
- It’s closing people off to your message.

Why?

Essentially, you should respond when you have to. If management is successfully changing the subject—preventing people from hearing your message or participating in your union actions—you may need to respond to what they’re saying, in your flyers and conversations, to get your co-workers back on track.

What to do:

The goal is to put out the fire and bring the focus back to your issues. Remember, your campaign won’t be won with dueling flyers, but with one-on-one conversations through the communication network you’ve been building. Management has enough money and personnel to out-flyer you, but you’re the ones who are trusted shop floor leaders.

