



# Organizer Training

## *Class 1: Intro to Unions and Organizing* *Student Handout*

### OVERVIEW & PURPOSE

In this training today, we're going to talk about the basics of unions, how to build worker power, the CWA organizing model, and some key ways to connect with co-workers on issues they care about.

Our goal today is that you will walk away with the tools to start having meaningful organizing conversations and beginning to build your union with your coworkers.

### EDUCATION STANDARDS

1. Safe and confidential space
2. Lot of content, let's stay focused
3. Please use raised hand feature
4. Video on, engage with each other

### LEARNING OBJECTIVES

1. Introductions
  - a. Name, pronouns, company, job title.
2. Intro to Unions
  - a. What is a Union?
  - b. Where Union Power Comes From
  - c. What is CODE-CWA? Why CWA?
  - d. Two CWA Union Forms
  - e. 4 Stages Organizing Model
  - f. Organizing and Labor Law
3. Intro to Organizing Conversations
  - a. Importance of One-on-One Conversations
  - b. Identifying Coworker Issues
  - c. Active Listening and Assumptions



- i. 80/20 rule
  - ii. Ask good open ended questions, and really listen!
- d. Assess and Move to Action
- e. Semantics Matter, Avoid Jargon
- f. Inoculation
- g. Handling Objections
- h. Social Charting
- i. Getting to the Conversation
- j. The Five Steps of 1on1s
  - i. Introduction
  - ii. Get the Story & Agitation
  - iii. Share Your Union Vision / Vision of Your Power
  - iv. Assess and Move to Action
  - v. Inoculation and Handling Objections
- 4. Reviewing the Material & Putting It In Practice

## PUTTING IT IN PRACTICE

What is your plan for what you will do in the coming weeks to build your campaign?

1. Social Charting
  - a. Write out the teams, departments, social groups at your workplace. Start gathering contact information. Identify social leaders at work.
2. Organizing Conversations
  - a. Identify a few trusted coworkers to have organizing conversations with. Prep and debrief with an experienced coworker and/or your staff.

Remember, union organizing is about building a culture of care in the workplace by building your power as workers. Root organizing in empathy and you can't go wrong.

## ROLEPLAY ACTIVITY (20 MINUTES)

*Split the group into pairs (or trios for a 3rd person observer's feedback).*

Roleplay 1on1 organizing conversations (8 minutes) in pairs with one "organizer" and one "worker." Give critique in order (2 minutes). Rotate roles. Roleplay and critique.

