



Changing the world
of work for good

Reaching young workers: WorkSmart

Presented by Clare Coatman

3 ways to participate

- **Ask questions** and vote for your favourite – links below this presentation
- **Answer the polls** – link below this presentation
- **Comment and chat** – click on 'Say something nice' (bottom-right)

There's loads of great work going on

McDonald's workers to go on strike in Britain for first time

Staff in Cambridge and Grayford branches to protest over low wages and zero-hours contracts in action backed by Corbyn



McDonald's has been one of the biggest users of zero

Ryanair reaches 'historic' deal with UK pilots' union

Airline's agreement with Balpa follows years of hostility towards organised labour



Sports Direct's 'Dickensian' working practices will spread exploitation in the UK, Unite says

Workers are so afraid to take time off that one woman gave birth in the toilet in 2014, Unite said

Hazel Sheffield | Friday 22 July 2016 07:15 BST | 68 comments



Click to follow The Independent Online



Uber should lose its licence if it doesn't improve workers' rights, say drivers

Minicab and black-cab drivers join GMB union in urging Transport for London to take action



UNISON legal victory sees employment tribunal fees scrapped

Supreme Court verdict follows four-year fight by union and is a victory for everyone in work



Latest news



How UNISON changed the law: the story behind our success
Posted on 1 August 2017

Royal Mail workers vote for industrial action

Majority of Communication Workers Union members back first strike since the company was privatised four years ago



TUC

Changing the world
of work for good

We started with a year of research

- Desk research – policy, demographics, attitudes
- 100's of WhatsApp diaries – both conversations and videos
- Interviews with more than 100 young workers in 6 locations around the UK
- Workshops with young workers
- Ongoing web engagement with young workers through the project
- A series of workshops attended by staff from 20+ affiliates
- Interviews with key union stakeholders

Research findings

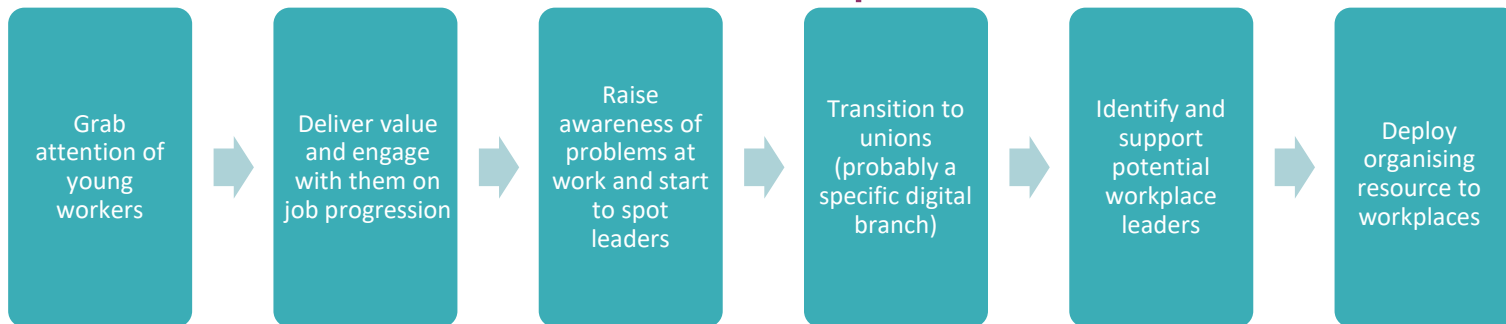
- 4 barriers
 - Attitudes to unions
 - Low expectations
 - Low levels of trust
 - Futility
- Needs
- There's no silver bullet

What we are testing

Pilot: job progression offer - WorkSmart

Organising for recognition and membership

WorkSmart Extra



WorkSmart – more info

- A digital offer, supported by 1-to-1 engagement
- About getting on in life and at work
 - Build better relationships
 - Know your rights at work
 - Progress at work
 - Learning and skills
- Bitesize, fun, social, action-orientated
- Walks young workers towards union membership – WorkSmart Extra

Getting users into unions – WorkSmart Extra

- Co-designing with unions, we will:
 - find young workers we don't reach now
 - warm them up to unions
 - segment by industry, employer etc.
 - invite them to join a union through WorkSmart Extra
- Idea: "walled garden" digital branches inside unions



A career coach that works for everyone

WorkSmart is the app that helps you discover your strengths at work, fix your problems and build your career.

Enter your email

[GET EARLY ACCESS](#)

Sign up here and we'll email you with news and updates about WorkSmart, and notify you when we go live.



Learn in 5 minutes
Enjoy bite-sized activities



Boost your skills
Learn vital skills and become



Accomplish more
Get the guidance you need

The pilot, Jun 2018-Feb 2019

- 1,000 young workers
- All about the learning, not the volume
- Proof of concept – can it work?

Over to you

- Any questions about WorkSmart or reaching younger workers?

Sign up for updates about WorkSmart and other TUC digital news
<http://digital.tuc.org.uk/stay-in-touch/>

The logo consists of the letters 'TUC' in a bold, sans-serif font. Each letter is rendered with a 3D effect, appearing to be made of a translucent material with a white-to-purple gradient. The letters are slightly offset from each other, creating a sense of depth and movement. The 'T' is on the left, 'U' is in the middle, and 'C' is on the right. The background is a solid, deep purple color.

Changing the world
of work for good