



Changing the world
of work for good

Organising at Work

Building stronger workplace unions

Carl Roper, TUC National Organiser

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)

Five key steps in an organised workplace

1. Planning
2. Mapping
3. Campaigning
4. Active members
5. Communication

1. Plan your organising

- Create a map
- Identify strengths and weaknesses
- Decide aims and objectives
- Allocate roles and responsibilities
- Evaluate and review

2. Mapping

Create a picture of your workplace. Include at least the following...

- Departments
- Number of people working in each area
- Job roles
- Working and shift patterns
- Members and non-members
- Reps
- Issues

3. Campaigning

Campaigning is important because...

- It makes the union visible
- It shows that the union is active and relevant
- It creates opportunities for activism

Important to campaign around relevant issues – those that are...

- Widely felt
- Deeply felt
- Winnable

Planning your campaign

Three key stages

1. Objectives

- What do you want to see happen?
- What does a win look like?

2. Who is the target?

- Who can give us what we want

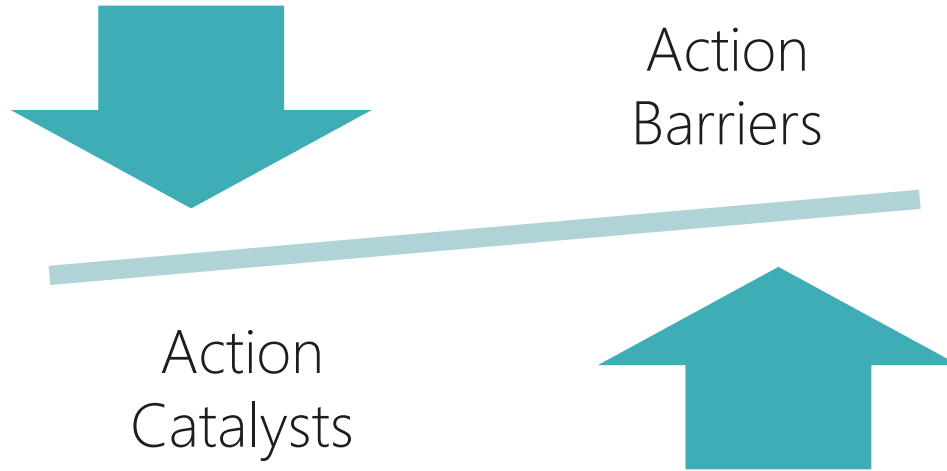
3. Actions

- How will we involve members
- How will we put pressure on the target

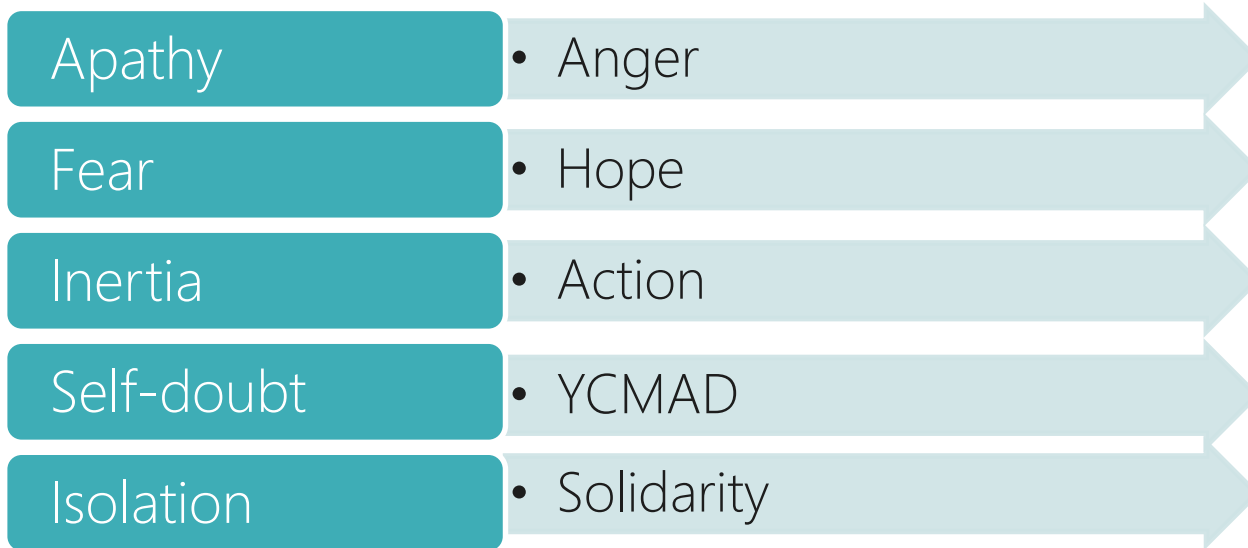
4. Active members

- We need workers to join AND join in
- Getting them to 'do something union'
 - Shows that the union isn't just a provider of services
 - Builds collectivism
 - Demonstrates that we can make a difference working together
- Important to remember that for many members getting involved is a big step

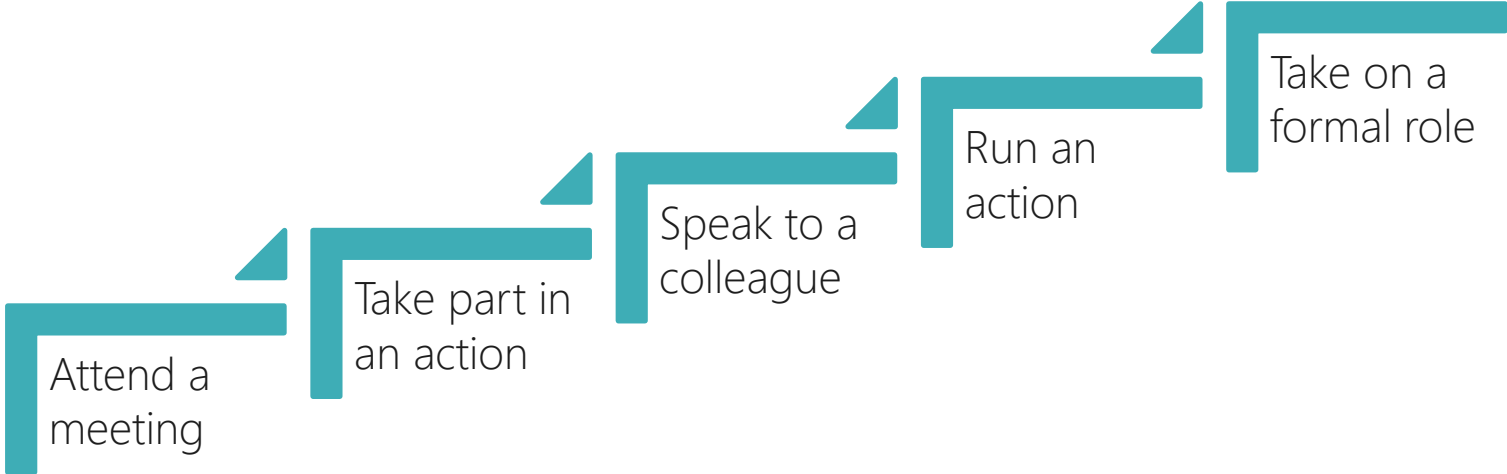
Emotion and motion



Action barriers - Moving people



Systematic approach



5. Effective communication

- Important because...
 - Lets members know what the union is doing
 - Lets us know what members think and feel about issues
 - Employers are always doing it
- Vital therefore that our communications are relevant and effective

Effective communication

Consider the following...

- The circumstances
- One way or two way
- The timescale
- Collective or individual
- Written or verbal
- Confidentiality

One on one communication

This is often the most useful and effective because it's...

- Direct
- A chance to learn about the person
- An opportunity to develop relationships
- An opportunity to explore cares and concerns
- An opportunity to ask them to join or join in

Evaluation

Is not...

- Saying that something happened
- Or that some people showed up
- Or critiquing the buffet

Evaluation

Is a chance to reflect and assess...

- Did we win/achieve anything?
- If not, why not?
- What went well?
- What didn't?
- Did we strengthen the union?

Next webinar

Bargaining for the real Living Wage

2:30pm, Tuesday, February 20th

Save your seat at
<http://www.crowdcast.io/tuc>



The logo for TUC (Transport Union of Canada) features the letters 'TUC' in a bold, sans-serif font. Each letter is composed of two overlapping, semi-transparent white shapes that form an arrow pointing to the right. The 'T' has a horizontal bar at the top and a vertical stem. The 'U' is a simple U-shape. The 'C' is a thick, open curve. The overall effect is a sense of forward motion and progress.

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