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.
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?”

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!