

# FIVE STEPS OF ONE-ON-ONE COMMUNICATION

## Advantages of one-on-one communication:

- Most people will not become active in the union unless they are asked in person.
- Talking one-on-one provides an opportunity to get feedback, answer questions, and hear what people are thinking about.
- Personal relationships build union membership, solidarity, strength, and power!

## Sample Agenda for Organizing Conversations

<p><b>Step 1:</b> <b>Introduction</b></p>	<p>Get the person's attention; show the urgency of the discussion.</p>	<p>Hi _____, my name is _____ and I'm a union steward.</p> <p>Did you hear about (the issue that we're organizing around?)</p> <p>Can we talk a few minutes?</p>
<p><b>Step 2:</b> <b>Get the Story</b></p>	<p>People get active because the union is linked to things they care about – find out what the person wants to change and why.</p>	<p>How long have you worked here? Does (the issue) affect you? How?</p> <p>What does it mean for you? What does it mean for your family?</p>
<p><b>Step 3:</b> <b>Share the Union Vision</b></p>	<ol style="list-style-type: none"> <li>1. Acknowledge the worker's concerns</li> <li>2. Discuss what is at stake; make it urgent</li> <li>3. Explain how we can win if we stand together and take action.</li> </ol>	<p>I hear you saying that (the issue) is a problem.</p> <p>Right now, we're trying to get management to do the right thing. What's at stake is ....</p> <p>We have to stand together to make sure we get what we deserve. We can do this, but it will take all of us!</p>
<p><b>Step 4:</b> <b>Assess and Move to Action</b></p>	<p>Explain why the person's involvement matters. Don't "beat around the bush" or drop hints – ask the person to get involved.</p> <p>If the answer is no, find out why, and return to the issues mentioned earlier.</p> <p>Be prepared to follow up with any other action (upcoming meetings, joining committees) this person can take, to become an active union member.</p>	<p>Will you stand with us on this issue?</p> <p>Great, here's what we need you to do....</p>
<p><b>Step 5:</b> <b>Inoculation</b></p>	<p>The Boss isn't going to like us being organized and doesn't want to give us our demands.</p>	<p>Why do you think the Boss won't like to see us organized?</p> <p>What do you think s/he will do?</p> <p>If we all stick together, we can win our demands.</p>