



# The trade union organisation & recruiting: basic and permanent for all

# Why/how can everyone contribute to the organising&recruiting



Each and any of you can:

- Find out what interest people have and what they are involved in
  - Spot workers who have stand up for issues/causes and shown proactivity
- Find social event organisers, can be good collaborators
  - Target natural leaders in the workplace
- Always have at hand union leaflets, stickers, badges





# Organising tools

Strategic tool:

- Map of the workplace and affiliation

Dissemination tools:

- Survey
- Newsletter
- Leaflets
- Emails/text messages
- Union blog/union post-its
- Open days, lunch/evening groups
- Posters, t-shirts
- Written communication



# How to do/use an organising survey

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## Perception survey

- Personal/professional information (careful with GDPR)
- Who helped being involved in union activity
- The information/guidance (clear and/or sufficient)
- The view before and after starting the union activity
- The image of union at workplace
- How can this image be improved



## Signing in form

- Always have some with you
- Translate if necessary
- Help people complete the form
- Offer few copies for work colleagues (not too many)
- Come back later for missing data (bank account etc)
- Be aware of reason not to sign (excuses to think about later)





# Mind the communication gap

- Hearing isn't listening:



- Listen with your ears for what is said.
- Listen with your eyes for what is unsaid.
- Listen with your mind for the message.

- Stop talking, so you can listen
- Accept critics and being criticised
- Share responsibility, it takes at least two for a dialogue
- Ask and ask and answer the arguments
- Look at the others, non-verbal signals are important
- Show empathy, put yourself in their shoes
- Reinforce the speaker, encourage feedback
- Observe in your spare time, anticipate reactions



# Before a recruitment interview

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Prepare in advance and make sure you are:

Short, Clear, Concise (SCC Golden Rule)

- your introduction
- issues at work you can address/introduce in your discussion
- union materials/resources that may help you
- a clear message in any case:
  - what happen when they join,
  - how to get them involved,
  - when come back to them again if don't sign up



# Structure the organizing conversation

- Introduction
- Issues and raising awareness
  - “hot” questions
- Vision
  - collective power message
- What you´re up to
  - urgent union priorities, campaigns
- Call the question
  - next steps, assignments



# Do/don't in an organising conversation



- Learn about the workers beforehand
- Schedule a time
- Have a plan, structure and possible concerns
- Share your experience, validate their
- Ask difficult questions
- Be aware of language/cultural aspects
- Show that: you listen, you understand, you support

- Talk at the worker
- Lecture on union history
- Skip their stories to get to your point
- Act as transactional solution or punctual service provider
- Use "white lies"
- End without clear follow-up
- Be stressed if not everyone signs up
- Expect change overnight





# Raising awareness questions



- Is your income providing you the living conditions you need?
- Are your personal and professional expectations met at workplace?
- Where would this company/sector be without you and your co-workers?
- Which is the level of your contribution to the results of the company/sector?
- Have you done anything to try change your working conditions?
- What would be 3 things you would change at workplace?

# If any objections/disagreement

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- Acknowledge

empathies with their feelings

- Answer

reply directly, concisely, honestly

- Redirect

use questions to guide the conversation towards organizing



# The organising message



- in line with your organization's mission and vision
- clear and concise
- simple and honest
- visible in action

**Start and finish with it**

# What about vulnerable groups

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- Identify the vulnerable workers
- Spot the prejudgements
- Have a message for them
- Promote solidarity: a fair workplace is good for all



# Tips for being a good recruiter

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- Listen
- Remove barriers
- Focus on the problem/solution
- Be confident
- Be empathetic
- Be honest
- Be accessible



# Follow-up



- Get contacts of workers and stay in touch (identify who can be representative and be trained for that)
- Propose a communication platform (texting, group chat etc)
- Invite workers to be active in events/meetings
- Come back in another moment for the workers still in doubt to sign up

