

## *One-On-One Conversations*

Effective organizing is based on building relationships, one at a time and over time, through structured one-on-one conversations. Organizing conversations are the most effective way to gather information, identify members' and potential members concerns and issues, share factual information, inoculate against other campaigns, move members to action and ultimately affect positive change, grow membership and increase organizational capacity.

### **Purpose of the Organizing Conversation**

- Develop a positive, trusting relationship with the other person.
- Listen
  - To identify concerns and issues
  - Identify leadership and relationships
- Assess bargaining unit employees on a variety of factors and issues
- Move into Action - get commitments

### **How to Have an Organizing Conversation**

#### **Introduction**

Tell your personal story - who are you and why this conversation is important. Through your story - motivate and inspire others to take action.

#### **Ask Questions/Listen**

What does the individual or group of individuals do at work, what is it like to work there, what is good about the job and what is not good? What would they like to see changed? A good organizer uses the 80/20 or 70/30 rule of listening to talking.

#### **Educate**

Give factual information to bargaining unit members on issues, actions and other pertinent information.

#### **Agitate**

Why are things the way they are, and who makes these decisions? How does it feel to be in that situation? How would things be better if you had a voice in making those decisions? What would it take to make the changes? Connect the Union's work or organizing plan to the issues identified earlier in the conversation.

#### **Inoculate**

Provide clear expectations for likely outcomes and messages that will come from the opposition. Provide factual and evidence-based refutations. Redirect back to the \_\_\_\_ frame making connections between the union's work and resolution of their issue.

#### **Move into Action/Assessment Question**

Move the unit member to action.

Examples of Action:

- Recruit membership
- Recruit a volunteer for political campaign
- Attend a meeting
- Sign a petition
- Sit on a committee

#### **Follow-Up**

If you get someone to make a commitment it is important to follow-up and make sure they know how to follow-through.

## Individual Assessment Rubric

**1 = Member Leader:** Member leader who gets other members and potential members to take action.

**2 = Member Activist:** Member who is continuously and actively engaged in association activities but does not necessarily get others to participate.

**3 = Inactive Member:** Member who is not engaged in association activities but is in good standing.

**4 = Undecided Potential Member:** Potential member who has been asked to join and participate but has not yet chosen to do so. Not hostile; there is room for follow-up and potential to join.

**5 = Anti-Association Potential Member:** Non-member who has been asked to join or participate, has declined to do so, and is anti-association.

**6 = Anti-Association Potential Member Leader:** Non-member who is anti-association and leads or is well-respected by other members and potential members.

**0 = Unassessed Member or Potential Member:** Bargaining unit member who has not had a conversation about joining or participating in association activities. There is insufficient information to provide an accurate assessment.

All members are a “0” as we start to systemically collect this information. When you have a conversation with a member, you can then mark them as a 1, 2, or 3.