

HOW TO HAVE AN



ORGANIZING CONVERSATION

An organizing conversation is different from other conversations in that it ends with an ask for your coworker—be it to join a meeting, sign a petition, or even walk out over an issue. It's a structured conversation that moves our coworkers into action, and gets them to realize:

- They care about a problem.
- There is a decision maker who has the power to fix the problem.
- The decision maker won't fix it until someone pushes them to.
- If your coworker wants the problem fixed, the answer is collective action.

**AHUY is the structure
we use for organizing
conversations.**

**AHUY:
ASK/ANGER
HOPE
URGENCY
YOU**

Ask/Anger: Ask lots of questions to learn and listen. If you could wave a wand and change your workplace, what would you change? Do you think the company can afford to pay us more? What do you think it will take to win it?

Hope: We have a plan and we can win. Here are the steps we are taking to win our union:

- **WHEN 30%** of our coworkers have signed union authorization cards, **we go public** by announcing who is on our organizing committee and declaring to the world we are on our way to organizing our workplace.
- **WHEN 50%** of our coworkers have signed cards, **we rally** by organizing a public event with UAW President Shawn Fain to build energy and letting the world know we are the majority.
- **WHEN 70%** of our coworkers have signed cards, **we demand the company voluntarily recognize our union.** If the company refuses to voluntarily recognize us, then we file for a union election with the National Labor Relations Board.

Urgency: We are organizing to win a contract, a written guarantee of our wages, benefits and working conditions. You see auto workers standing up across the country. The time is now, we have the power and the momentum.

You: Will you Stand Up for XYZ issue and our union? Will you Stand UP with me and sign this card? Who else can you talk with in your department and shift?

RESPONDING TO YEAH-BUTS...

As we try to motivate our coworkers to take action on issues they care about, concerns will come up that we should help assuage. We call these concerns Yeah-Buts:

- **FEAR:** Afraid of retaliation
- **HOPELESSNESS:** I don't think forming a union will work
- **DIVISION:** Not sure about this campaign
- **CONFUSION:** Incorrect information

We can help our coworkers overcome these obstacles through a method known as **AFFIRM, ANSWER, REDIRECT:**

- **AFFIRM:** Validate what's coming up.
- **ANSWER:** Give a truthful, concise answer. Don't be evasive.
- **REDIRECT:** Bring it back to the issue and the plan to change it.

AFFIRM

"I hear you. I don't want to lose my job either."

ANSWER

"The law protects our right to form a union and we are joining thousands of auto workers across America who are also forming unions."

REDIRECT

"Ultimately, our strongest line of protection from management retaliation is collective action and a union contract. What will happen if we don't form a union?"

TIPS FOR ONE-ON-ONE

CONVERSATIONS:

Be confident: Taking collective action to improve your workplace is something to be proud of!

Be curious: Try to get to know your coworkers and learn about their work lives. Successful organizing is based on building relationships.

Be comfortable being uncomfortable: There will be some discomfort in moving your coworkers to action. Don't shy away from it, embrace it, and you'll get more comfortable with every conversation you have.

Leave long pauses to give your coworker a chance to talk.

Make a follow-up plan: When someone commits to a task, give a date and time that you'll check in with them to see how it went.