



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 | ASK/ANGER • HOPE • URGENCY • YOU

AHUY is the structure we use for organizing conversations.

ASK/ANGER What are the issues you care about the most? Why do we do all the work and management makes all the decisions? Do you think that's right or fair?

HOPE Organizing is about making **long-term guaranteed** changes with your coworkers. We have a plan to win, and you have a role in that!

The plan is to recruit people on every line and every shift to help answer people's questions and be public in their support for forming our union. The goal is to build a group that can talk to 90% of all your coworkers.

Once there are leaders across the plant, we get a supermajority of people to sign authorization cards, we answer people's questions, and we talk about what changes we want to see in our workplace.

We vote to form a union and then **we decide** our priorities, **we elect** our coworkers to represent us, 150,000 UAW autoworkers have that--**we can do it too.**

URGENCY Autoworkers across America are organizing right now. **Shifting power starts with taking action. Every person we share our plan with helps us grow our union.** How long can we wait for our boss to decide to fix our issues? We're tired of waiting, that's why we are organizing now.

YOU It's up to us to take action! To get there we need people like us in every department, every shift, and every line. I am meeting some people in the parking lot after work today, **will you join me?**

AAR | Affirm • Answer • Redirect

As we motivate our coworkers to take action on issues they care about, concerns will come up that we can help address. We can help them overcome these concerns through a method known as AAR: Affirm, Answer, Redirect.

AFFIRM. Listen to and validate their concerns.

“I hear you. I don’t want to lose my job either.”

ANSWER. Give a truthful, concise answer. Don’t be evasive.

“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. Bring it back to the issue and the plan to change it.

“Ultimately, our strongest 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.