

Persuasive Conversations



Purpose, Role Goal

- What is the purpose of Unions, why do we exist?
- If this is our purpose, what is your role as delegates in achieving that purpose
- What are our goals given the purpose and role of unions

Moving workers Attitude

Silent
Inactive
Non believer



Vocal
Active
Believer

Attitudinal Map

Natural Leaders = 1

Activists = 2

Supporters = 3

Uninvolved = 4

Hostile = 5

Not yet spoken to = 6 (or
don't rate)



NEW ZEALAND
NURSES
ORGANISATION

TŌPŪTANGA
TAPUHI
KAITIAKI O AOTEAROA

Attitudes

- How do I know a workers attitude?
- What questions do I need to ask to get information– open/closed?

Closed Questions

1. Do you have any work problems?
2. Does the problem affect anyone else you work with?
3. Would you like more information?
4. Are there any health and safety issues at your workplace?
5. Will you hand this petition out to the other workers in your area?

Open Questions

- Do you have any work problems? *How is your work, what does a typical day look like, If there was one thing you could change here what would it be*
- Does the problem affect anyone else you work with? *How does this impact your co-workers?*
- Would you like more information? **What information would you like?**
- Do you think we could solve the problem by having a meeting? **When would be a good time to have a meeting to discuss this? Where would be a good place to have a meeting to talk through the issues with your co-workers?**
- Are there any health and safety issues at your workplace? **What health and safety issues are you experiencing?**

Which is the good Delegate?



Structured Organising Conversation

- 1. Introduction**
- 2. Build Rapport**
- 3. ID Issues**
- 4. Anger**
- 5. Educate (Hope)**
- 6. Action**
- 7. Inoculation**

1. Introduction

- Hi my name is xxxx I am from your (insert union), what's your name?
- Build Rapport?
 - How long have you worked here
 - Where were you before here
 - What do you do
 - Take me through a typical day
 - How did you get into this work

Worker Issue (not ours)

Why is it important to get the *worker's Issue*?

We know people will take great risks if it is in their self-interest (**WIFM**).

- **Good questions to Identify issue?**
 - **What are the changes that you have seen over the years – good/bad?**
 - **If there was one thing you could change, what would it be?**

Breakout Groups 20 mins– Identify the workers issue

Debrief

3. Agitation

- **Get people angry**
 - Why ?
- **Around what do we get people angry?**
- **How do we agitate people in a productive way?**

3. Good Agitation Questions

- Why do you think that happens?
- Who makes those decisions?
- Do you think that's fair?
- What can you do to stop that?
- How have you tried to address this? Did it work?
- Do you think you deserve better?
- How much longer can you deal with that?

4. Hope story

- I. At x workplace, workers just like you had xx issue. So they got together joined the union, took x action, the boss had to listen and so they got xxxxx
- II. Can you see how it would be great to do that here?

4. Action

EXAMPLES

- “Will you stand with your fellow union members to make this union stronger?”
- “Will you join the job action with us?”
- "Now is the time to join/fill in the petition"

7. Move to Action

- Why is it important to get people involved immediately?
- What do we ask people to do?
- Why do we ask people to do these things?

6. Inoculation

- What is an inoculation & why is it relevant?
- Why do bosses fight?
 - Who else fights the union?
- How do they fight?
- How do **we** “*inoculate*” workers?

Inoculation

- So what do you think the boss will do when everyone here joins the union.
- Why why why

- Say we don't need a union – Why
- They don't want to listen to workers – Why
- They want everything to stay the same – Why
- They don't want to lose their power – Why
- Profits – Exactly so that is why they will come out and say you don't need a union because they don't want anything to change.

Breakout Groups 20 mins– Ask worker to do a photo petition with no objections (don't forget to inoculate)

Debrief

Objections

- I don't like unions
- I can't afford it
- I am worried that if I get involved then I will get sacked
- I want to think about it
- The boss isn't interested in making change
- I need this job

Handling objections

Action – Objections come

Explore

Equalise (I understand)

Elevate – take back to issue
(x 3 yes)

You said that xxx

You told me earlier xxx

You agree xxx

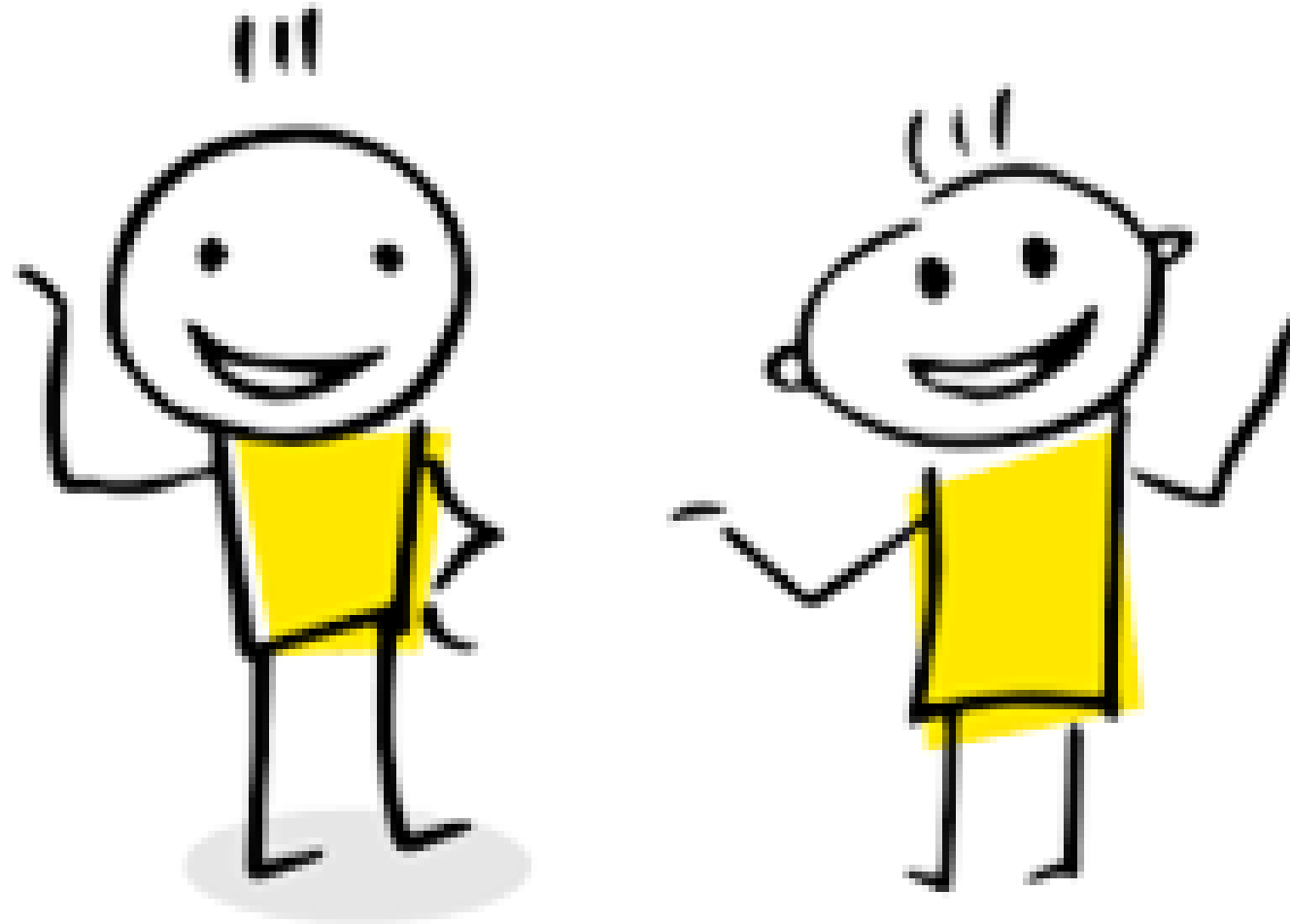
Breakout Groups 20 mins– Ask worker to join the union with one objection (don't forget to inoculate)

Debrief

Next Steps

- Think who you will have an organising conversation with and right out your conversation using the Agenda.
- Intro
- Build rapport
- Identify issue
- Anger/hope story
- Action – The ask (what could the objection be and how will you handle (remember the three E's Explore, Equalise, Elevate?)
- Inoculation – why, why, why
- Remember leave the door open if you don't succeed this time, it can take 35 conversations to shift someone.
- Analyse - What worked? What would you change?

Fishbowl example



Remember

**Practice, Practice, Practice before you
have the real conversation!**

This is how we build workers power