

# FIVE STEPS TO ONE-ON-ONE CONVERSATIONS



**First, order matters.** Start by talking about shared values — not by naming problems. **Next**, describe origin of current problems, without making them so dire that change seems impossible. **Then**, offer people “joining together in union” as the solution.

**STEP 1** Introduce yourself and explain why you’re reaching out.

**STEP 2** Listen to the concerns and issues raised.

**STEP 3** Probe around these issues/concerns.

**STEP 4** Educate and explain the benefits of moving forward as a team, with all working people in union together.

- **Describe creating something good — rather than seeking just to eliminate something bad.**
- **Name improvements via their real impact — like helping a kid pay for college or retiring securely — not simply “wages, benefits and working conditions.”**
- **Give people agency in “joining together.” Don’t imply “the union” is a third party, acting for people. We are the union!**

**STEP 5** Ask for a commitment to support, join or participate.



# WORDS THAT WORK

## WORDS TO REPLACE

Workers

[X] workers

Better wages and benefits

All/every/always

Labor unions

Good for (our)  
economy/productivity

**Strength** in numbers

Make my/**your** voice heard,  
make my/**your** life better

**If** we join, **if** we act, **if** we commit

(Economic) inequality

Put into action, build power  
together

Collective bargaining

Union contract

## WORDS TO EMBRACE

Working people

People who work in [X]

Earn a good living while having a life

Some/many/often

Unions of working people

Good for our country/America/  
families/working people/communities

**Power** in numbers

Bring change,  
strengthen our communities

**When** we join, **by** acting in union,  
**by** making a commitment

(Economy) out of balance,  
too much wealth in too few hands

Retake the reins, set the rules,  
united we stand

Negotiate collectively

Negotiated contract