



# ORGANIZING YOUR COWORKERS

## *A guide to building power in the workplace*

When your employer makes choices that affect your pay, safety, or working conditions, it can feel like there is nothing you can do. But, this guide will provide tips for organizing the people you work with to build solidarity and power for change in your workplace.



## IDENTIFY THE ISSUE

What is the issue?

Who does it impact?

What are possible solutions?

## CONNECT WITH COWORKERS

Talk with coworkers or other union members about the issue. Set up a time and place to talk about solutions and make an action plan.

**NOTE:** Refer to your collective bargaining agreement for when and how union members can work on union activities. Avoid using devices or online platforms that are provided by your employer as much as possible.



## TARGET AUDIENCE

Who can influence or pressure the decision-maker(s)?

## POWER ANALYSIS

Who holds the power to make decisions about the issue?

What are their motivations?

What do they care about?

What leverage do you have as workers or union members?

## TACTICS

What actions can you take to influence or pressure decision-maker(s)?

### Examples

- Circulate a petition or sign-on letter
- Attend or speak at a board meeting
- Wear union pins, t-shirts, or use a union Zoom background
- Organize an informational picket on lunch or break time



---

# ESCALATION

Start with tactics that have the lowest risk and effort then escalate to increase pressure on the decision-maker(s).



---

## RE-ASSESS BETWEEN TACTICS

- Give enough time for decision-makers to respond and do the right thing before moving to the next tactic.
- Pull more people in - ask those engaged to talk to one or a few more coworkers.
- Check in with one another, make sure everyone is on board, then plan for escalation if decision-makers don't take the desired action.



## NEXT STEPS

What are ways to keep up morale if you don't win this time?  
What can you do to continue building momentum and power?

# CELEBRATE YOUR WIN!

No matter how small the impact, organizing can help build support, solidarity, and power in your workplace.