

Today's labor environment requires an organization to take a proactive stance against unions by having tools in place before union organizers begin soliciting your workforce. These three, 3- to 5-minute video-based case studies show employees how it looks, sounds and feels to be approached by a union organizer to sign a union authorization card.

By showing modeled behaviors of how to handle union tactics through three case scenarios, supervisors can engage employees in conversations regarding their right to choose whether or not to sign a union authorization card. Additionally, the Union Card Signing Video for Employees helps to ensure consistent "real time" messaging throughout the organization, as front-line supervisors discuss this topic with their staff.

HOW IT WORKS

Through the use of a detailed facilitator's guide, the manager /supervisor begins with introductory comments and background information about union authorization cards and employee rights under the National Labor Relations Act (NLRA). Next, the manager/supervisors show each of the three case scenarios in succession with discussion in-between. Throughout the training, there is a structured framework "Meeting in a Box" to effectively provide an opportunity for open dialogue and discussion with employees to:

- Establish a structured approach and format to ensure consistent messaging throughout the organization.
- Provide key messages to effectively present a video and initiate conversations with employees about the importance of their signature on a union authorization card.
- Respond to employee questions and concerns about unions and union organizing tactics.
- Create a safe environment to foster on-going, open conversation.

The Union Card Signing Video for Employees is a single DVD containing three discussion-trigger case scenarios, each illustrating a situation likely to be encountered by employees during a union card-signing campaign, including being approached at work, home or through social media channels to sign an authorization card. Each incorporates relatable scenarios and key messages for both supervisors and employees based on these all three common tactics.

INSTRUCTORS TOOLKIT INCLUDES:

- One write-protected DVD, including three individual scenarios.
- 1 facilitator's guide, in both hard and electronic format.
- 1 facilitated session agenda.
- Suggested talking points, including key messages and common questions/concerns.
- Easy-to-read reminders regarding compliance with the NLRA when communicating with employees and effective presentation tips.
- Instructor-led, one-hour web-based session about how to use the materials will be conducted and scheduled with a certified labor relations consultant.

CLIENT TRAINING AND LICENSURE - ADDITIONAL

For additional support, a certified labor relations consultant can deliver a one-day train-the-trainer workshop to prepare front-line supervisors and managers to present the video as part of a regular staff

meeting or as a stand-alone meeting. The one-day program consists of a demonstration of each video case scenario by an experienced labor consultant, including guidance on specific objectives and expectations for management.