

- I. **Agitate** (Identify the Issues)
 - A. Use open-ended questions to explore experience, surface problems, identify deeply held issues, and agitate around the issues.
 - B. Start with surface information gathering and move to implication of the issue on the person's deeply held life aspirations
- II. **Educate** (Our Union is the Solution to the Issues)
 - A. Use open-ended questions to surface how things would be if the issues identified above were solved.
 - B. Discuss what is getting in the way of those things getting solved. Visualize together how that would be different if workers were organized.
 - C. Articulate a core argument: what is the simple, concise reason that solidarity is the right choice. (Often framed as a choice).
 - D. Discuss the nuts and bolts of the union
 - E. Plan to Win
 - 1. What is it? What's its logic?
 - 2. How does it happen step by step
 - 3. How can you prove that it works?
 - F. Assessment question. Use the same one each time.
- III. **Inoculate** (The Company Will Union-Bust to Try to Keep the Power)
 - A. Facilitate conversations with your co-worker to develop an understanding of what opponents will try to do to disorganize and defeat you, why the opponents will do that, and then zoom in on specific tactics opponents will use.
- IV. **Organize** (Take on a task to build our Union)
 - A. Earn a commitment from your co-worker to carry out a campaign task called for by the plan to win.
- V. **Union** (When the time is right: become a proud official member of the union or other union role)
 - A. Invite and earn a yes to union membership or other union role like OC or Launch Team)
 - B. Catapult forward from the meeting with energy.