



Telling Your Story

Developing and using your union voice.

Workshop Goals

- Know the power of **your** story
- Understand the key elements of a strong story
- Develop & practice your union story
- Share your union story (if you want to).





Telling A Story



Telling A Story

Which part of the story do you remember right now?

- a) How much the budget was cut.
- b) The section of the contract the employer violated.
- c) What they did to fight back?



Carrying Our Message



- To members?
- To potential members?
- To the press?
- To the bosses?



Rank & file members are our strongest messengers!

YOU are the expert on your experience in the workplace and the benefits of being a union member.

“Relentless focus on our members, not the union.”



Opposition Framing on Leadership



“The Union Boss”





**What elements did they share?
What was different?**







What were elements did they share?

- 1 Values
- 2 Story
- 3 *Call to Action*



Additionally...

-  Don't Third Party Your Union
-  Consider Your Audience
-  How Should People Feel?
- 





Elements of a Story

Values we might want to communicate:

Stories we might want to share:

Action we might want people to take (Call to Action):



Building Your Story

Exercise: Draft Your Story

Individually, combine everything we talked about today to develop your story.

Think about your:

Values • Narrative • Call to Action
Audience • Emotions





Share Your Story!

