



Telling Your Story

Developing and using your union voice

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Workshop Agreements

Listen and speak with respect
for each other

Keep an open mind

Step up and step back

Leave your title at the door

Electronic devices silent

Stay on schedule

Workshop Goals

- Know the power of your story
- Understand the key elements of a strong story
- Develop & practice your union story
- Record a video of your union story

Introductions – to each other.

Pair up with someone you **don't know**.

- 1 You have 5 minutes to interview each other – get to know one another, ask questions!
- 2 Then, find another group. Each person introduces their partner based on what you learned in the interview, for about 1 minute each.

Sample Questions to Ask

Personal

- Name & location
- Favorite way to spend a weekend
- Favorite holiday
- Month & Day of Birth (I was born February 20)
- Favorite Color

Union & Work

- **How many members in your delegation?**
- When did you join the union?
- What kind of work do you do & what do you like about it?
- What your favorite benefit of being in a union?
- **What's your proudest moment as a union member?**

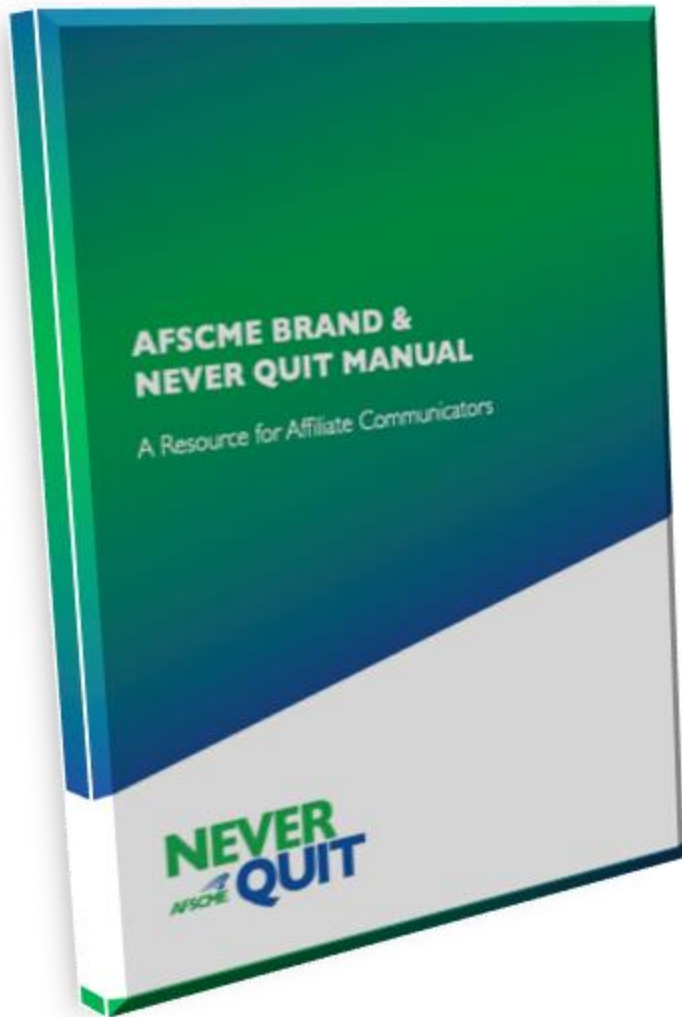
Telling A Story

Whose story was easiest to remember?

Which part of the story do you think you'll remember in a month?

- a) Month & day of birth
- b) Number of members in delegation
- c) Story about the proudest union moment

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

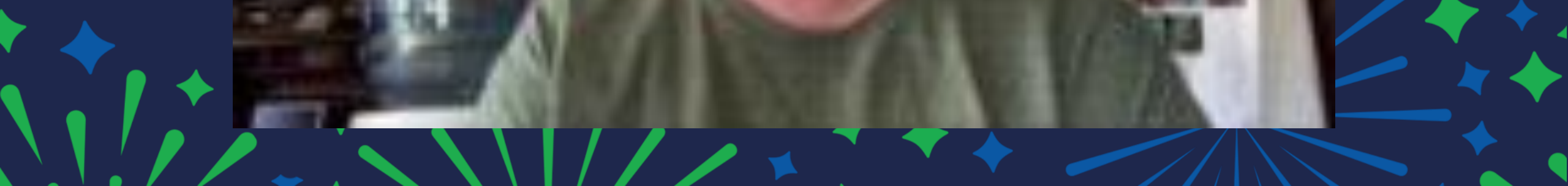


**“The
Union
Boss”**

ALL
TOGETHER



ALL
TOGETHER



What elements did they share?

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?



Story Building Blocks

Exercise: Develop Your Story Elements

Develop 5 or more values, story elements, and different calls to action you might use.

Story blocks we built:

Values

Story

Call to Action

Building Your Story

Exercise: Draft Your Story

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

Think about your:

- Audience • Emotions • Values • Story Points • Call to Action

Recording Your Story

Exercise: Capture Your Story

With your group members, find a quiet place, and take turns recording your story.

When you are done, submit them here: