



# Organising Campaigns

## Key points

Designed to enable reps to mount an effective organising campaign in the workplace.

Aimed at:

**Any rep who is involved in organising in the workplace as part of the 100% campaign**

Duration:

**5 days Regional/Country venues – check the course dates list or contact your regional education office.**

## Key aims

Intended so that the participants can:

- Understand the union's organising strategy
- Understand their key role in the organising model

## Providing the skills to:

- Effectively communicate, organise & influence
- Effectively plan & implement a workplace organising campaign
- Audit the workplace, carry out workplace mapping & identify issues
- Use the SWOT analysis technique in their organising campaign strategy
- Monitor & evaluate the success of the campaign.

Organising, along with Globalisation and Politics, is one of the three pillars of Unite the Union and is very much at the top of our agenda. Unite believes that organising, using the organising model and with workplace activists playing the key role, is the best way to build our union.

This course provides reps with the information & skills to mount an effective organising campaign in the workplace. Delegates will look at two organising models; the issue based campaign (known problems by the workforce) & the more complex non-issue based campaign (no perceived problems by the workforce).

## Who should attend?

Any rep who is involved in organising in the workplace as part of the 100% campaign.

## Learning outcomes

On completion of the course Workplace reps should be able to:

- Understand the union's organising strategy & organising model.
- Understand their key role in the organising model.
- Develop their communication, organising & influencing skills.
- Use the most effective methods of communicating with other reps, members & non-Members.
- Effectively plan & implement a workplace organising campaign.
- Audit the workplace, carry out a workplace mapping exercise & identify issues.
- Use the SWOT analysis technique in their organising campaign strategy.
- Monitor & evaluate the success of the campaign.

## Pre-course activities

You will be notified of any pre-course activities before the course starts.

## Duration

5 days

## Venues

All regional/country training centres.

## Course Style

Studying and teaching will be student-centred with the focus on "doing" through group work, role play and core studies - with reflective time factored into the course to allow each individual space to think.

## Accreditation and certification

This course is accredited. On successful completion of this course you will be issued with a certificate of unit credit by the Open College Network (OCN).

## Progression route

Following this course there is a choice of training programmes available as shown in the Workplace Reps Course section on the website & the Education Programme.

*Organise in the workplace for a better world*