



GETTING UNIONPROOF

LESSON 1 ACTION GUIDE

How do you work within your company's culture – its core values and beliefs... and create an environment that simply makes unions unnecessary, one that gives every employee the freedom to work on the important things... and the freedom to grow both personally and professionally... In short, how can you create a legacy of a UnionProof culture?

Follow along and take notes as I show you four things you can do right now to get started on building your Union Proof culture.

FOUR THINGS YOU CAN DO RIGHT NOW

1. List your _____.
What (or who) can you put on this list right now?

2. Conduct a _____.
What could you find out? How would use use that information to stay union-free?

3. Review the Company _____.
What weak spots should you be looking for?

4. _____ Communication.
What things would you start communicating right away?

LOOKING AHEAD IN THE CERTIFICATION WORKSHOP...

Lesson Two – Why Become UnionProof?

In the next lesson, I'm going to show you the true financial impact that unionization can have on a company. From the cost of an organizing drive ... to the more important increase in operating costs, you'll get an idea of the bottom-line challenges unionized companies have to manage. You'll also learn how to apply this theory within your own company as incentive to create a union-proofing strategy within your own walls.

Lesson Three – The History of Unions

After the first two lessons, you've got the groundwork to understand how unions arrived where they are today, and why they're so desperate to recruit your employees as new, dues-paying members. From the Progressive Era to today, you'll begin to understand why it's said that we've got to study our past to understand the future. You'll discover an easy and proven way to understand what the history of the union – or unions – most likely to target your employees means for you and your Company.

Lesson Four – An Inside Look At Organized Labor

Learn easy ways to get specific information about "your" unions, including financial, constitutions and more. This kind of knowledge is proven to help you save time, and save the Company money, because rather than scrambling for help in the heat of an (ambush) organizing drive, you'll have it right there, at your fingertips.

Lesson Five – Organizing

Do you know the signs of union organizing activity? The signs are subtle but they are undeniable. Once you know and understand those signs, you'll have the ability to take action much more quickly to maintain your union-free environment. NOT recognizing that activity can cost time, money, and even jobs.

Lesson Six – Life With A Union

With a union in place, new customers may want to see your strike contingency plan before they even agree to do business with you. You need to plan ahead for replacement workers. Your plan needs to include whether or not managerial employees should do the jobs of striking workers. You'll also need to develop a Public Relations strategy that includes what to say to the press (and who should talk to them), the company's relationship with the public, and how to handle vendors and suppliers. Most importantly, what would the message be to your customers?



WHY BECOME UNIONPROOF

LESSON 2 ACTION GUIDE

Calculating the cost of an organizing drive can be difficult, but the below chart provides a reference point for many of the line items your company would encounter.

Is your company closer to 500 employees or 1500? Or more? Using the chart, create a general estimate for what you think it would cost to be involved in a single organizing campaign.

UNIONPROOF CERTIFICATION

A PROJECTIONS RESOURCE

Estimated costs of an Ambush Election (24-day):

	Small Campaign <1500 employees		Large Campaign >1500 employees		Reference Info
	500		2,200		
Number of employees in unit		500		2,200	
Attorney Fees	\$	86,400	\$	259,200	Attorneys for 18 days
Consultants/Persuaders	\$	9,600	\$	80,000	Consultants/Persuaders for 6-10 days
Travel/Expenses for Attorneys and Consultants	\$	24,900	\$	72,200	Airfare, Hotel, Rental Car, Food, Misc
Filings, briefs	\$	750	\$	3,750	Average Cost
US Mail	\$	1,000	\$	4,400	2 letters mailed to homes, postage, handling & letterhead
Subtotal: Legal, Consultants, Mailings	\$	122,650	\$	419,550	
Cost of Corporate Support	\$	30,000	\$	75,000	CEO, Executives, HR Team assist with campaign
Corporate Travel and Expenses	\$	4,800	\$	9,775	Airfare, Hotel, Rental Car, Food, Misc
Data Research	\$	1,500	\$	1,500	Average Cost
Subtotal: Corporate Support	\$	36,300	\$	86,275	
# of 1 hour meetings		5		5	
Average Hourly Wage	\$	18.00	\$	20.00	
Subtotal: Captive Audience Meetings	\$	45,000	\$	220,000	
Off-the-Shelf Video Expenses	\$	7,500	\$	7,500	Average Vendor Costs
Custom Video Productions	\$	30,000	\$	75,000	Average Vendor Costs
Subtotal: Video	\$	37,500	\$	82,500	
Presentation expenses	\$	2,500	\$	5,500	\$1-\$0.50 per employee
DVD Duplication & Mailing to Homes	\$	3,000	\$	11,000	\$5-\$6 DVD mailed to employee
Subtotal: Presentation	\$	5,500	\$	16,500	
What is your company or division's annual revenue?	\$	2,000,000	\$	15,000,000	
Loss of Sales	\$	20,000	\$	150,000	1% of Revenue
Lost Productivity	\$	135,000	\$	660,000	15 hours per employee discussing campaign on work time
Subtotal: Opportunity Costs	\$	155,000	\$	810,000	
+Plus or -Minus any Expenditures you want to enter					if negative use a - in front of the number
Total Cost of a 24-day Union Campaign:	\$	401,950	\$	1,634,825	

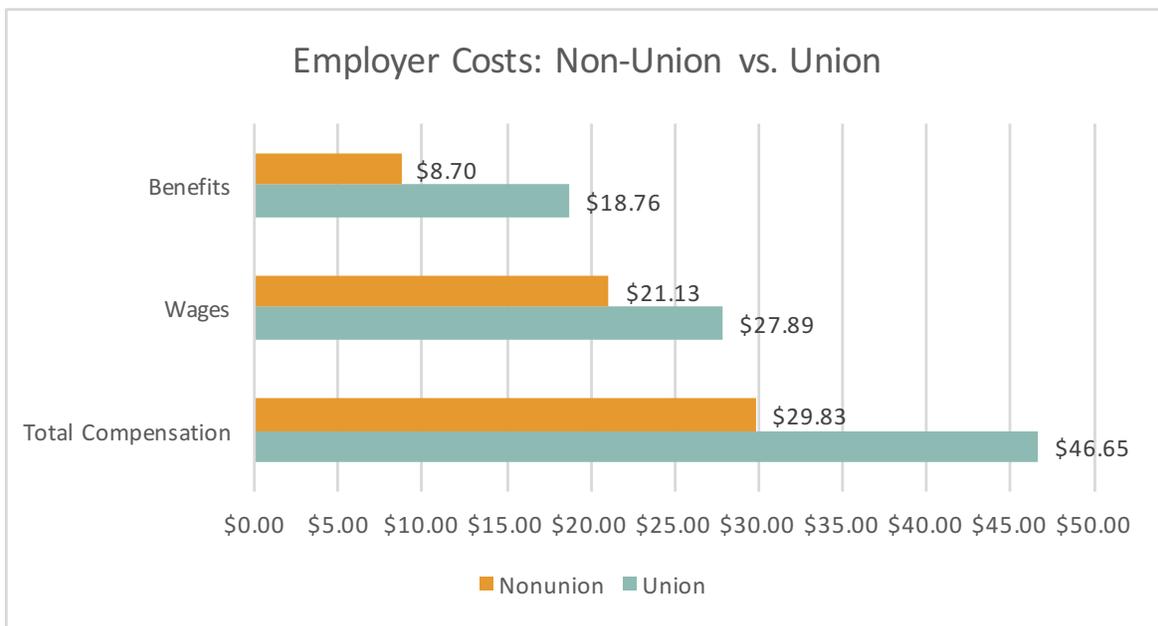
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Similarly, the increase in labor and operating costs after unionization can be difficult to measure. Using the below percentages, what do you think your company's costs might increase to?



Labor Costs: Non-Union vs. Union

Employee Compensation	Nonunion	Union	% Increase
Total (Wages + Benefits):	\$29.83	\$46.65	49%
Wages and salaries			
Average Hourly Wage	\$21.13	\$27.89	
Total Wages:	\$21.13	\$27.89	32%
Benefits			
Paid leave	\$2.05	\$3.24	58%
Supplemental pay	\$1.07	\$1.46	36%
Life insurance	\$0.04	\$0.07	63%
Health insurance	\$2.07	\$5.65	173%
Short-term disability insurance	\$0.05	\$0.17	245%
Long-term disability insurance	\$0.04	\$0.13	220%
Retirement and savings	\$1.00	\$4.38	338%
Legally required benefits	\$2.38	\$3.67	54%
Total Benefits:	\$8.70	\$18.76	216%





THE HISTORY OF UNIONS

LESSON 3 ACTION GUIDE

This lesson will help you understand what the history of the union – or unions – most likely to target your employees means for you and your Company. I'll show you how remaining union-free can actually save money and guarantee the company's health and your employees' happiness well into the future.

WHY UNIONS WORK THE WAY THEY DO

1. Between 1900 and 1914, membership in labor unions _____.
2. After WWI, membership in labor unions _____.
3. The Great Depression brought a _____ for labor unions.
4. Unions worked to raise _____ and improve _____.
5. Now, _____ oversee much of what unions originally worked to put into place.
6. Public sector union membership has _____ since the 1950's, while private sector membership has _____, decade after decade.
7. Today, _____ than _____% of private sector workers belong to a union.



INSIDE LOOK AT ORGANIZED LABOR

LESSON 4 ACTION GUIDE

To become truly UnionProof, you'll want to get ahold of specific information about "your" union(s), including financial documents, constitutions and more.

This kind of knowledge is proven to help you save time, and save the Company money, because rather than scrambling for help in the heat of an organizing drive, you'll have it right there, at your fingertips.

1. Labor history in the United States is practically a _____ of _____.
2. Many unions have worked hard to clean up their _____ and their _____, but many still struggle.
3. The _____ Act was passed to protect workers, and the National Labor Relations Board (or _____) was formed to uphold the Act.
4. Unions are required every year to file an _____-_____, a sort of tax return.
5. You should also get a copy of the _____ for the union most likely to target your employees. In it are rules and regulations every member must follow.



ORGANIZING

LESSON 5 ACTION GUIDE

Do you know the signs of union organizing activity? The signs are subtle but they are undeniable. Once you know and understand those signs, you'll have the ability to take action much more quickly to maintain your union-free environment.

1. Union Organizers may start out with _____ , targeting employees in a particular group.
2. ____% + ____ of employees determine the outcome in a representation election vote.
3. A union can also demand recognition without a vote if just ____% + ____ of the same group sign authorization cards. (NOTE: card signing takes place online too - where employers are often unaware it's going on.)
4. Some of the things that are subject to negotiations during collective bargaining include: _____

5. Unions today often target companies with _____ - true or untrue. They often have them up and running within a few hours of the campaign getting underway.
6. NOT recognizing union organizing activity can cost _____, _____ and even _____.



LIFE WITH A UNION

LESSON 6 ACTION GUIDE

Your plan for life with a union would need to include a strike contingency outline, including whether or not managerial employees should do the jobs of striking workers. With a union in place, you'd need to plan ahead for replacement workers. You'd also need to develop a Public Relations strategy that includes what to say to the press (and who should talk to them), the company's relationship with the public, and how to handle vendors and suppliers. Most importantly, what would the message be to your customers? With a union in place, new customers may want to see your strike contingency plan before they even agree to do business with you.

EXERCISE:

THREE QUESTIONS TO INSPIRE YOUR UNIONPROOF CULTURE

1. Why does your company want to work toward a culture where unions just aren't necessary? Is it about positive employee relations and becoming an employer of choice? Or is it more about protecting the company's future?

2. What does a UnionProof culture look like to you in terms of how employees are treated and how leaders manage?

3. What will the legacy you create, of a UnionProof culture, look like at your company 5 years from now? 10 years from now?

