



## Organising Method – The Essential Ingredients of the Craft of Organising

Target	Issue	Organisation	Education	Action
Select work sites for focused, dedicated organising, and assess the degree of hostility and tactics to be expected from the employer. Clarify whether there are established contacts to help with the organising effort. Meet contacts and assess site for visible or invisible organising.	Find issues which affect most people and are deeply felt by the workers. Clarify those which are most winnable by workers standing up together in support of union claims.	Set in place structures or networks which work towards one activist for every 5 to 10 workers in the target. Ensure that the structure enables effective, face to face, one to one communication with every worker.	Use the structure to educate each other through one to one communication about the issues and what can be done about them, and what it will take to win.	When members and potential members understand the issues and the claims, ask them to become involved, to take collective action to win changes consistent with the union claims.

Brought to life – day to day with “Agitation”

- In one to one conversations
- In informal small meetings
- In formal meetings, when necessary
- In speeches at mass meetings.

Listen	Issue	Anger	Hope	Action