

2024 Bargaining Conference

READY

SET

GO!

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A better workplace.
A better world.



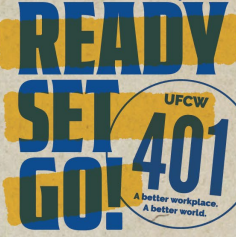


Winning Hearts to Influence Minds

Set: Bargaining Communications



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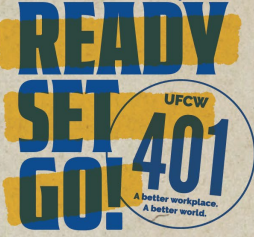


Winning Hearts to Influence Minds

Retail Ads



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Winning Hearts to Influence Minds

What makes those ads effective?



Winning Hearts to Influence Minds

What makes those ads effective?

- They're concise
- They're consistent
- They're compelling
- How did you feel watching/listening to them?
- Why did you feel that way?



Winning Hearts to Influence Minds

Why is emotional communications so compelling / effective?

- Pair up and talk emotionally versus factually



Winning Hearts to Influence Minds

Why is emotional communications so compelling / effective?

- Pair up and talk emotionally versus factually
- What was the difference?
- Which way felt more compelling to you?
- What does framing the issue emotionally do for you?





Winning Hearts to Influence Minds

How do we communicate about emotions?



Winning Hearts to Influence Minds

How do we communicate about emotions?

- We tell stories
 - We can't even afford to shop where we work
 - We're in the same boat as you
 - The guys at the top vs. the rest of us
 - Times are tough for everyone this holiday season
 - We can't even afford to shop where we work
 - We came in during the pandemic
 - Safeway/Superstore resisting giving us a fair wage increase
 - We know you're struggling to pay your bills, just like us
 - We're getting ready to fight back and we need your help



Winning Hearts to Influence Minds

How do we communicate about emotions?

- We tell stories
- Why are stories so effective?
- What makes up a good story?



Winning Hearts to Influence Minds

How do we communicate about emotions?

- We tell stories
- Why are stories so effective?
- What makes up a good story?
 - Characters
 - Plot
 - Problem
 - Solution





Winning Hearts to Influence Minds

How does all of this relate to bargaining?



Winning Hearts to Influence Minds

How does all of this relate to bargaining?

- Need to tell members a story they care about
- Employers notice when members care about bargaining
- What do people do when they care about something?



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Winning Hearts to Influence Minds

Tell your own story!



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