



CASE STUDY #2

DISCUSSION QUESTIONS

How did Coopersville auto parts workers use the secrets of successful organizers?

Lesson 1: Attitude Adjustment

Remember the fundamental issue: power. What power did management have?

What power did the auto workers have?

Lesson 2: One-on-One Conversations

When and why were one-on-one conversations especially necessary in this campaign?

Lesson 3: Map Your Workplace and Its Leaders

How did it help to get the natural leaders and the different categories of workers on board?

Lesson 4: Choosing an Issue

What was the widely and deeply felt issue that inspired workers to join this campaign?

What underlying values were at stake?

What made the workers think their demand was winnable?



Lesson 5: An Escalating Campaign

What tactics did the workers use? Where would you place them on the thermometer?

Which weak spots in the system did the workers find? How did they use them?

How did the workers put pressure on their union officers?

Lesson 6: Expect the Unexpected

What potential roadblocks did the workers come up against? How did they overcome them?

What were the signs that showed the action was getting through to management?

Lesson 7: Always Be Organizing

What steps did the workers take that left them better organized for the next time?

What do you think of the principle of defending an unpopular co-worker?

