



EXERCISE: EVALUATE AN ORGANIZING ISSUE

Have you started mulling over some possible organizing issues at your workplace? Pick one, and answer these questions to help you think through its organizing potential.

1. What's the problem?

2. What's our proposed solution?

3. Is this issue widely felt?

- How many people are technically affected by the problem?
- How many people *feel* like it affects them?

4. Is it deeply felt?

- How much do people care about the issue?
- What are they willing to do about it?

5. Is it winnable?

- Who's the decision-maker who could say yes to our solution?
- What would it cost this person to say yes? Consider not just the budget but also the decision-maker's personal or political investment in the issue.

6. How much pressure will we have to bring to overcome this person's resistance?

