

# Communicating with Confidence & Clarity

1:1 Organizing Conversations

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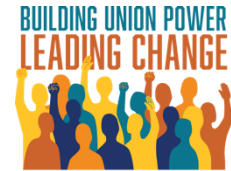
KPWA, SEIU Healthcare 1199NW

**BUILDING UNION POWER**  
**LEADING CHANGE**



UNION DELEGATE CONFERENCE 2026





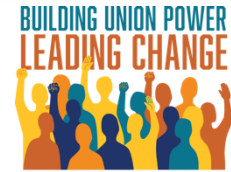
# Objectives

## Purpose

- For new rank and file leaders in the Coalition to obtain foundational understanding and skills on using 1:1 Conversations as an organizing tool

## Outcome

- For new rank and file leaders to practice active listening skills, asking open-ended questions, and
- Improve confidence in navigating tough conversations
- To get to know other union delegates cross different regions



# Process

- **Intros**
- **The power of 1:1 conversations**
- **Practice!**
- **Report back**
- **Affirm, Answer, Redirect**
- **Practice!**
- **Report back**

# Structured One on One Conversations



- Introduction
- Listen
- Educate/Agitate
- Ask

# INTRODUCTION



## GOAL: Introduce The Topic

- Establish and build relationship and trust
- Introduce the topic- what are we here to talk about?

## TIPS: Establish Common Ground

- Know who you are talking to
- Establish a common understanding about the topic (ex: bargaining, PSP, Joint Staffing, issue fight, etc.)

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# LISTEN

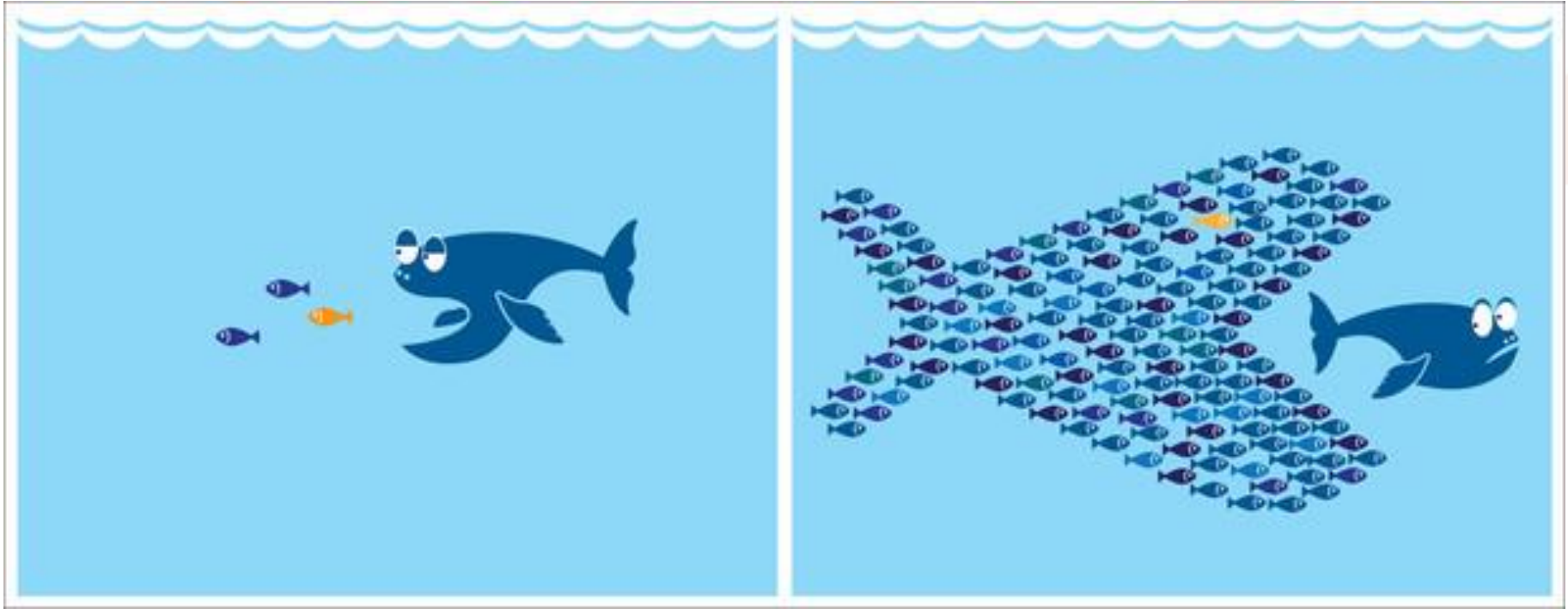


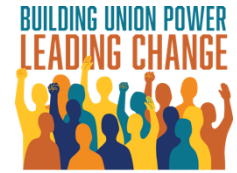
## GOAL: LEARN ABOUT THEM

- Find out what they care about
- Connect what they care about to what they're doing
- What's at risk for them

## TIPS: Active Listening

- Use open ended questions
- Reflect what you hear
- Ask follow up questions





# EDUCATE/AGITATE

## GOAL: PROVIDE INFO

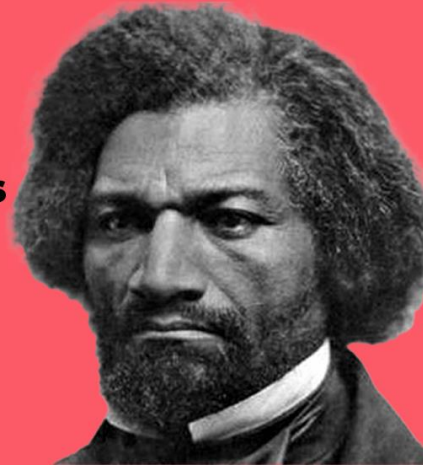
- Give them the information they need
- Connect the dots back to what they stated is important to them

## TIPS: KNOW YOUR STUFF

- Point out what's wrong & why
- Provide ideas of what it will take to win

“If there is no **STRUGGLE**,  
there is no progress.  
Power concedes nothing  
without a **DEMAND**.  
It never did and it  
**NEVER**  
**WILL**”

**Frederick Douglass**  
**American**  
**Abolitionist &**  
**Social Reformer**



**ACORN**

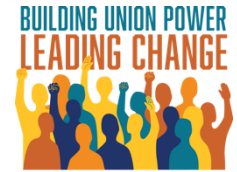
# ASK

## GOAL: TAKE ACTION NOW

- Give them an action to do now
- Use concise yes/no questions

## TIP: OPPORTUNITY FOR UNITY





# PRACTICE: Groups of 2

## 1) Introduction

What do they care about? How can you connect with them & develop trust?

## 2) Listen

What did you hear? Reiterate what you heard.  
Ask open-ended follow up questions.

## 3) Educate/Agitate

What are we working on as a Coalition?  
How do we link their issue to whatever we're working on?

## 4) Ask

Take action with us! Yes or no question!

# Responding to Common Concerns

Affirm | Answer | Redirect

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Feel like this  
after a hard  
conversation?



**DIFFICULT CONVERSATION**



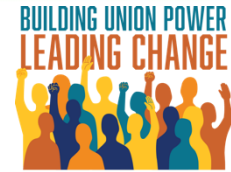
**ACCOMPLISHED**

makeameme.org

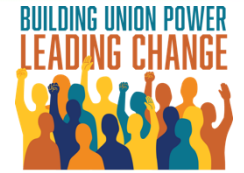


# Challenging Conversations

- **What skills do we need to direct tricky conversations back to organizing/programmatic convos**
- **Every conversation is an organizing opportunity!**
- **We need to be prepared for challenging conversations**



# What are some common concerns co-workers have shared?



**AFFIRM**

**ANSWER**

**REDIRECT**

# AFFIRM

## GOAL: TAKE ACTION NOW

- Show co-workers that you are listening & understand them



## TIPS: OPPORTUNITY FOR UNITY

- Do not dispute or argue
- Rephrase in your own words
- Connect their concerns with yours

## ANSWER

### GOAL: BUILD TRUST WITH YOUR ANSWERS

- Answer honestly & concisely



### TIPS: RESPOND HONESTLY & BE CONCISE

- Stick to the facts
- Do not embellish or makeup answers
- Follow up if you don't have the answer

# REDIRECT

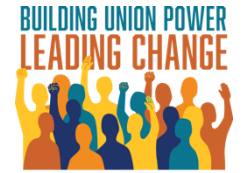
## GOAL: REMIND THEM WHAT IS IMPORTANT

- Redirect to bridge their concerns to unifying actions

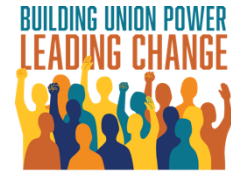
## TIPS: CONNECT CONCERNS TO AN ISSUE IMPORTANT TO THEM

- Do not dispute or argue
- Move towards making the ask





# PRACTICE with your group



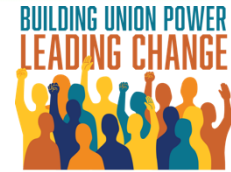
## **Choose 1 scenario for practice:**

- 1) Why does the union let management violate the contract?**
- 2) Why is the union protecting bad workers?**
- 3) What do my dues get for me?**

**AFFIRM**

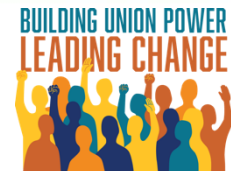
**ANSWER**

**REDIRECT**



## KEY TAKEAWAYS

- 1 on 1 conversations are crucial to our success!
- Co-workers with concerns are a normal part of organizing conversations
- Address concerns by: **AFFIRM**ing, **ANSWER**ing, and **REDIRECT**ing.



# Thank you!