

# Winning A Pay Rise

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# Workshop Outline: Effective Pay Negotiations and Member Engagement Strategies

- Pay Claims
- Dynamics of Negotiation
- Importance of membership density
- Stakeholders
- Planning a campaign & collective actions
- Leverage
- Communications, Ballots & Recommendations



# Putting A Pay Claim Together

- Pay Survey
- Economic Background
- Setting your anchor
- Member Expectations
- Why RPI?
- Ancillary Items



# Dynamics of negotiation & shifting employers

- Negotiation is about power
- Who are you negotiating with?
- Identify Decision Makers
- Affordability
- Never correct your opponent whilst they're making a mistake
- Beware pitfalls and traps
- Position Correctly



# Importance of membership density

- Each member strengthens our negotiating position
- Clear and present threat – financially, reputationally, operationally
- Members need to take ownership of the pay claim – it doesn't work without them



# The Invisible Stakeholders

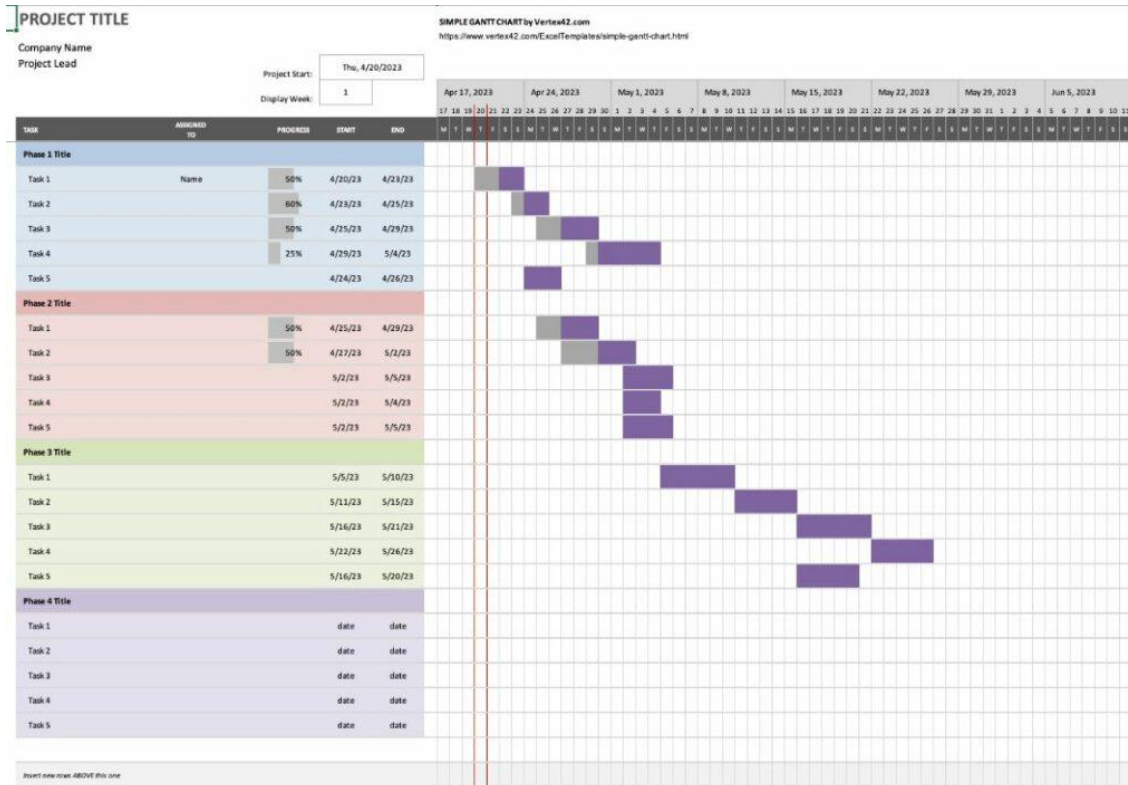
Understand the role of board members and shareholders in decision-making.

Work on strategies to extend the influence of the union to these stakeholders.

- Open book contracts – cost plus/fixed price
- Ownership structures
- Third party suppliers
- The ‘Pot’



# Planning a pay campaign & collective actions



- Plan every part of your campaign from pay survey to strike action.
- Know your lead times and key dates
- Get members involved and invested
- Surveys focus minds
- Consultative Ballots – Not just about getting a result

# Leverage



- Strike action
- Action short of strike
- Reputational Damage – social media
- Pressure tactics – customer, clients, third party suppliers, contracts
- Press
- Social Media



# Comms, Ballots & Recommendations

- Maintain regular comms
- Know your bottom line
- Strike ballots
- You don't have to ballot every offer
- Recommendations
- Suspending Industrial Action



# Summary & Questions

- Plan your campaign
- Engage members
- Know your opponent
- Grow your density
- Identify levers
- Regular Updates
- Have an exit strategy

