

Basic Principles of Organizing

1. *Talk one-on-one*
Listen to what the employees are saying. Share your own ideas.
Help create a focus about problems that can be solved.
2. *Encourage People to feel confident*
Challenging authority is always hard. A calm and confident attitude can be helpful.
3. *Be willing to challenge authority*
Organizers don't need to demonize the boss. We do need to encourage people to question and challenge authority.
4. *Identify common problems or hopes*
We organize to bring people together. Talk and listen until you've found a problem that matters to lots of the employees. Share what you've heard.
5. *Set concrete goals*
Goals should not be general, but very specific. State clearly what a victory would be. Make sure the majority of people share this goal.
6. *Make realistic action plans*
Invite everyone's ideas. Develop plans that involve small steps. Each step should slowly increase the visibility and strength of the group.
7. *Get people active*
Even simple collective activity is better than just talking. Circulate a petition. Wear buttons. Put up posters. Action breeds commitment.
8. *Build a group identity*
Design activity that brings people together. Send a group to talk to the boss. Write a letter that everyone signs. Organize social get-togethers.
9. *Go from modest to ambitious*
Start with small actions that can succeed. With new confidence, people will be able to take bigger and riskier steps to achieve their goal.
10. *Confront power*
Don't just talk among yourselves. Figure out how to directly confront the people in authority. As long as the action is collective, you won't leave individuals vulnerable.

11. *Evaluate as you go*

Keep talking one on one and in groups. Assess whether the goals are still correct and clear. Evaluate whether new plans are needed.

12. *Organize democratically*

Include everyone who is, or might be, affected. Reach out beyond your friends. Don't let class, ethnic, gender or age differences get in the way. Solicit opinions and involve as many people as possible in decisions.

13. *Encourage good leaders*

Take note of who is naturally respected and encourage them to take on leadership. Look for each person's talents and find ways to use them. Don't encourage the whiners.

14. *Organization is everything*

Your organization doesn't need to be too formal, but it does need to do the job. Even if you just have a phone tree, or a set of email addresses, you are on your way.