

# A NEW WAY FORWARD: ORGANIZING MODEL



With the new Organizing and Recruiting Strategic Plan, our union has chosen to take a fundamentally different direction in the way we do business: Moving from a Servicing Model to an Organizing Model.

## ORGANIZING MODEL

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- Union is a Team Supporting One Another
- Focus: Can Do
- Reliance on Group Power
- We Have the Power to Help Ourselves
- Learned Capability

## SERVICING MODEL

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- Union is Insurance Policy in Case I Get in Trouble
- Focus: Can't Do
- Reliance on Expert Power
- "We" Wait for "Them" to Help Us
- Learned Helplessness