

BCTGM Organizer's Success Wheel

Rate your organization on a scale of 1-10.

You

How confident are you
in your job/the Union?

Community Awareness

How identifiable is your
group in the community?

Member Experience

How satisfied are the members
in your Region or Local Union?

Public Relations

How "present" is your group
in the community?

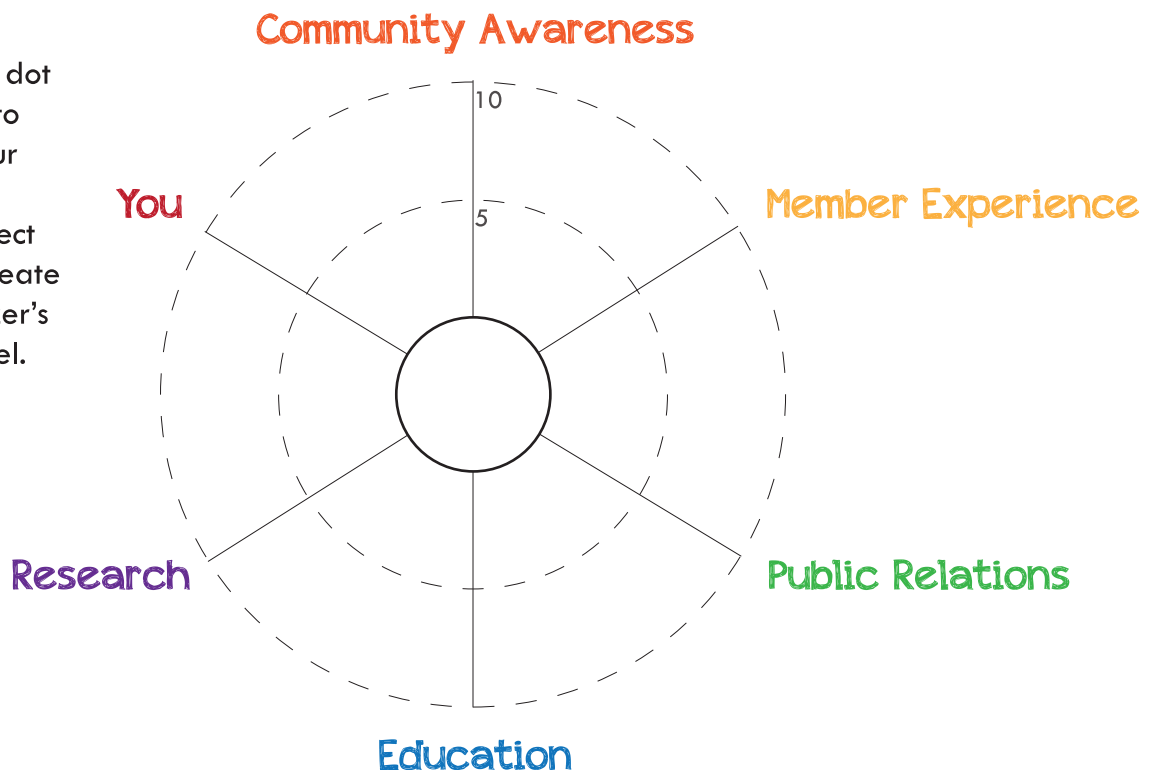
Education

How accessible are you and
your education materials?

Research

How well do you understand the facts
and status of your industry locally?

Now, draw a dot
on each line to
represent your
score in each
section. Connect
the dots to create
your Organizer's
Success Wheel.



BCTGM Organizer's Success Wheel Guide

Use the following to help you fill in your Union Communications Wheel.

You – How confident are you in your job/the Union?

Are you having the hard conversations? Do you have the influence and respect you believe you need? Are you regularly seeking new skills/ways to empower your membership? Are they inspired by you?

1 – I have no idea what I'm doing 10 – The best leader ever (Barack Obama, Jesus, Gandhi)

Community Awareness – How identifiable is your group in the community?

Do the people know about BCTGM who NEED to know about BCTGM?

1 – They have no clue what we are 10 – We're like a Target store (everyone recognizes Target!)

Member Experience – How satisfied are the existing members in your Region or Local?

Are they empowered? Are they supported? Are they happy? Do they trust you? Do they feel comfortable contacting you?

1 – They actually hate us 10 – They know we would do anything for them & we always do

Public Relations – How "present" is your group in your community?

Are you giving back? Are you showing up in Solidarity with other unions? Do you have a good relationship with the State Fed? Do you have a good reputation?

1 – We don't participate in anything 10 – We go to everything and take thousands of pics

Education – How accessible are your education materials/union leaders?

Are you doing everything you can to educate the community about the BCTGM? Presenting the benefits of membership, clearing up misrepresentation, posting education materials prominently...

1 – We don't educate at all 10 – Our materials and contact info are used regularly

Research – How up to date are you on the facts and status of your work?

Do you know the pay averages, financial status of your companies, how local policy affects your members' jobs?

1 – Haven't looked into this in a really long time 10 – We miss nothing.