Collective Bargaining Seminar
Part 2
Paradigms and Proposals
Contact Information

NECA
www.necanet.org

Midwestern Region NECA
4100 Edison Lakes Pkwy
#170
Mishawaka, IN 46545

National Electrical Contractors Association

David Ward
Field Representative

309-689-0318 Office
309-360-1401 Cell
dw@necanet.org

Collective Bargaining – Part 2
Your assignment

Improve service to your customer

• Become more efficient
• Improve service
Collective Bargaining – Part 2

Changing paradigms
Assignment techniques

1. Give when you receive  (Reciprocity)
2. Create a desire  (Scarcity)
3. Be knowledgeable  (Authority)
4. Ask for change  (Commitment)
5. Be complimentary  (Likability)
6. Use acceptable examples  (Consensus)
The Science of Persuasion

Collective Bargaining – Part 2
Reciprocity

1. Reciprocity

Obligation to give when you receive
Scarcity

2. SCARCITY

PEOPLE WANT MORE
OF THOSE THINGS
THERE ARE LESS
Authority

3. Authority
People will follow credible knowledgeable experts
Consistency

4. Consistency

Looking for, and asking for commitments that can be made.
Liking

5. Liking

3 Important Factors

1. People who are similar to us
2. People who pay us compliments
3. People who cooperate with us
Consensus

6. **Consensus**: People will look to the actions of others to determine their own.
Toiling against traditions

IBEW Founded
1891

Wagner Act
1935

Taft-Hartley
Act 1947

Landrum-
Griffin Act 1959

...and you’re here changing
126 years of tradition

NECA Founded
1901
Toiling against traditions

“The purest form of insanity is you leave everything the same and the same time hope things will change.”

Albert Einstein

6/100th Of 1 Percent

The Bargaining Clock

Each minute on our clock represents 429.6 hours

You have 6.7 seconds to change their minds!

Collective Bargaining – Part 2
Proposals
What do you see?
Transfer your message

- Misunderstandings are costly
- 30% of message is understood
- Avoid overselling
- If possible, leave a hard copy example
Communicate your message

Selling your ideas to the union, which may consider them contradictory to their traditions, in a manner that they accept the concept and are pleased for doing so!
Better communication keys

- Always get feedback
- Listen and pay attention
- Control your terminology
- Use media/handouts
- Take more time
Evaluating Proposals

• Acknowledge economic differences
• Is it legal?
• Effect on all Employers?
• Does it align with goals?
• Discuss and rank after meetings
• Does it encroach on Management Rights?
Sooner or later...

“...you arrive at that point...in collective bargaining...you exert all of your influence, fight as hard as you can, and then you have to make a decision...”
Make it their idea!

- Be sincere to make the connection
- Embrace reason as a tool
- Make them feel right
- Give them something they can honor
Proposals
Make it their idea!

• Be sincere to make the connection
• Embrace reason as a tool
• Make them feel right
• Give them something they can honor
• Don’t settle too soon!

Give them something they can honor
Final points to remember

- Be patient, don’t settle too soon
- Avoid the rush to happiness
- Get a commitment to recommend approval
- Signed and approved minutes reflect the fact you have reached an agreement
It’s your turn now

• Improve service to your customers
  1. State goals
  2. Provide support arguments
  3. List techniques used
Have you used any of these persuasion techniques?

**Scientific Method**
1. Reciprocity
2. Scarcity
3. Authority
4. Consistency
5. Liking
6. Consensus

**Saul’s Methods**
1. Sincerity
2. Reasonableness
3. Comfort
4. Honor
Seminars on demand!

Contact the Regional Director

• Bargaining seminars
• Grievance handling
• Management Rights
• Preparing for CIR
• Committee structure