

# Checklist for Choosing Issues

Strong unions are built when leaders mobilize members to take collective action to solve workplace problems.

But, not all workplace problems are ideal for mobilizing members. To be a good workplace problem to involve and energize members, the problem should:

- ✓ **Be widely felt** – affects a large\* number of people.
- ✓ **Be deeply felt** – people have strong feelings about the problem.
- ✓ **Be easy to understand.**
- ✓ **Be non-divisive** – avoid issues that divide the membership, and those that might divide us from the clients or public we serve.
- ✓ **Have a clear, easily understood solution** – otherwise known as an “ask.”
- ✓ **Be winnable** – members should believe there is a good chance of winning – ideally, in a short period of time – or that there is a good strategy to win.

*\*“Large” is a relative term. If the issue affects only one department, that okay as long as it affects many people in that department.*