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| **Servicing model** | √? | **Organising model** | √? |
| The union is seen as external – as a third party that comes in to do things and then leaves again. |  | Members see themselves as the union and do things themselves rather than ask the union to do things for them. |  |
| Union officials tell members ‘the union’ will sort out problems on their behalf. |  | Members identify their own issues, organise to solve them together and only ask for help if they need it. |  |
| The union relies on the employer to provide lists of workers’ names to the union official. |  | Union members ‘map’ the workplace themselves – names and information are provided by workers. |  |
| Relies wholly on employer for workplace access. |  | Some organising can be done outside work. |  |
| The union relies on ‘cold’ selling of membership by specialist organisers who do not work at the employer. |  | First recruiting steps are carried out by members to establish contacts, find natural leaders and uncover issues. |  |
| Union ‘sold’ to potential members on the basis of services and insurance protection. |  | Members see the union as a means to achieve direct improvements at work. |  |
| Local reps and committee members rely on full time officials to recruit and solve problems |  | Workplace organising committee formed; workers encouraged to build the union through one-to-one organising. |  |
| Recruiting is seen as separate from other activities. |  | Recruitment and organising are integrated. |  |
| Results are achieved, but are likely to be short term. |  | Results obtained through sustained efforts are more likely to be permanent. |  |
| Workers blame ‘the union’ when it can’t get results. |  | Members share decisions and solve problems together with union leaders. |  |
| Members complain they pay subs and the union does nothing. |  | Members make a real contribution and identify with the union. An attack on the union is an attack on themselves. |  |
| Organisers resent members for not coming to meetings or participating. |  | The union’s image is positive and active. |  |
| Management acts while the union reacts and is always on the defensive. |  | The union has its own agenda and members are involved. |  |