Trade Union Organizing Strategies Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The contemporary labor landscape is undergoing a radical transformation driven by algorithmic management, digital precarisation, and the rise of the gig economy. As traditional employment structures dissolve into fragmented, platform-based roles, the necessity for innovative Trade Union Revitalization strategies has never been more urgent. Trade Union Organizing Strategies Training Course is designed to equip labor leaders with the dialogical education and strategic litigation skills required to navigate modern power imbalances, ensuring that the collective voice remains a potent lever for high-quality work and social justice in a technologically disrupted market

Through a curriculum focused on counter-hegemonic struggle and intersectional solidarity, participants will move beyond traditional "redistribution themes" like simple wage negotiation. Instead, the focus shifts toward mastering data-driven organizing and protecting migrant worker rights within global supply chains. By fostering a new generation of organic intellectuals, this training bridges the gap between legacy unionism and the emerging precariat, building a resilient, transformative movement capable of challenging neoliberal labor norms

Programme Curriculum

Trade Union Organizing Strategies Training Course

Introduction

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Course Duration

5 days

Course Objectives

- Leverage social media and encrypted apps for underground organizing and rapid-response campaigning.
- Understand how to challenge AI-driven deactivation and automated disciplinary systems
- Use Freirean critical pedagogy to empower workers to "read the world" and their workplace power structures
- Navigate strategic litigation to clarify the employment status of gig and platform workers
- Develop strategies to convert informal labor into formal labor contracts with social insurance coverage
- Integrate intersectional inequality frameworks to organize diverse, marginalized worker groups
- Utilize data-driven evidence to advocate for "Good Jobs" and improved employee wellbeing
- Create specific "bridge" structures to recruit and retain young and precarious workers
- Use institutional pathways to protect against labor intensity and excessive overtime
- Map and target leverage points in multinational corporate structures for transnational organizing.
- Identify and train grassroots leaders from within the rank-and-file to sustain long-term movements.
- Align union organizing with environmental sustainability and green-sector job protection.
- Engage with legislative frameworks like the Good Jobs Bill to institutionalize worker voice

Target Audience

1. Union Lead Organizers.
2. Shop Stewards & Workplace Reps
3. Gig Economy Activists
4. Labor Relations Managers
5. NGO Labor Advocates.
6. Youth Wing Leaders
7. Legal Counsel for Labor
8. Policy Researchers

Training Modules

Module 1: Organizing the Precariat

- Mapping precarisation in the local labor market.
- The "Dialogical Capacity" model for engaging youth
- Techniques for proactive fieldwork in non-traditional workplaces.
- Building trust with "hidden" workers
- Case Study: The Trade Union Youth Plus (TUYP) Slovenia model for youth-led revitalization.

Module 2: Digital Tools & Algorithmic Resistance

- Navigating algorithmic management and transparency demands.
- Using data analytics to identify worker grievances.
- Security protocols for digital communication.
- Campaigning against automated firing and deactivation.
- Case Study: The App-Based Drivers Association (UK/USA) use of data-scraping to win back-pay.

Module 3: Strategic Litigation & Legal Levers

- The role of unions in strategic test cases
- Transitioning from informal to formal contracts
- Collective bargaining for social security coverage.
- Legal frameworks for migrant worker protection.
- Case Study: Landmark litigation against Uber/Deliveroo for employment status recognition.

Module 4: Transformative Worker Education

- From "Instrumental" to "Transformative" education
- Developing organic intellectuals within the movement.
- Critical literacy for workplace power analysis.
- Designing curricula that include production-related matters
- Case Study: South African radical pedagogy models for mining and manufacturing sectors.

Module 5: Advocacy for "Good Jobs" & Wellbeing

- Using Trade Union Voice to drive productivity and health
- Bargaining for mental health and work-life balance.
- Reducing labor intensity through collective agreements
- Institutional pathways for employment stability.
- Case Study: The Northern Ireland Good Jobs Bill and its impact on collective voice.

Module 6: Intersectional & Transnational Solidarity

- Addressing intersectional inequalities
- Building alliances with migrant communities.
- Strategies for global framework agreements with multinationals.
- Coordinating across borders in the platform economy.
- Case Study: The Clean Clothes Campaign linking global consumers with factory workers.

Module 7: Grassroots Campaigning & Public Image

- Framing litigation as a public accountability campaign
- Mobilizing public opinion to pressure digital platforms.
- Community-based organizing vs. traditional workplace models.
- Narrative building for the modern labor movement.
- Case Study: The Fight for $15 winning through public-facing grassroots pressure.

Module 8: Sustaining the Movement (Governance)

- Union revitalization through internal democratic reforms.
- Financial sustainability for hybrid union projects.
- Conflict resolution within diverse coalitions.
- Long-term strategic planning for a "Green Just Transition."

- Case Study: Transitioning a "project-based" union into a permanent, sustainable organization.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com