

# "SUPERVISORS CAN KEEP YOU UNION-FREE!"

## Are They Ready?

The front line of any battle against a union is made up of supervisors. They interact with your employees daily, they represent the company to your employees and they are your most effective communication tool.

Yet when you need them most, when a union organizer comes calling... are they ready?

## Knowledge Is Power

Understanding unions, union organizers and the issues surrounding a union organizing drive is essential if your supervisors are going to help maintain your company's union free status. *Supervisors Can Keep You Union Free*, the most comprehensive video series on the subject for the past ten years, has been updated and improved to offer you an unsurpassed supervisory training tool. This five-part video series includes a comprehensive Trainer's Manual. These tools provide the basis for an extensive preventive training program for use before a union ever comes calling. Or, the program may be used as a crisis management crash course if the union organizer is already on your doorstep. It is complete, it is comprehensive and it is versatile.

## Series Includes

### PROGRAM #1

*Unions: How They Affect Supervisors, Companies and Employees"*

When they find out how much a union can disrupt their work life, supervisors become willing, passionate participants in the union-avoidance campaign. This video lays the groundwork for the series, and gives the audience a taste of life under a union contract.

### PROGRAM #2

*Making Unions Unnecessary"*

The best way to win a union campaign is never to have one in the first place. This video shows your supervisors how good, basic management skills can keep a union from ever getting a foot in your company's door

### PROGRAM #3

*How to Stop Card Signing"*

Once the organizer shows up, your supervisors need to move quickly and confidently to stop the union's momentum.

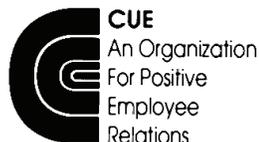
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### PROGRAM #4

*The Union Campaign: Communicating to Employees"*

- The "TIPS" Rule
- How bargaining works
- Fines and trials
- The union is a business
- The union is not the answer

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### PROGRAM #5

*Getting No"Votes*

- Winning over the fence-sitters
- Avoiding breaking the law
- Tailoring your message
- Using group meetings for impact
- The truth about strikes
- Avoiding favoritism
- Winning in the final days



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Educational Video



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**THE TRAINER'S MANUAL**

*Supervisor's Can Keep You Union-Free* is supported by a Trainer's Manual that helps the discussion leader reinforce the lessons and information provided on the videos. The Manual provides materials that can be used in discussion sessions, and makes specific recommendations for achieving maximum results.

**INTERACTIVE**

These videos have been edited to provide maximum flexibility in your training program. Your trainer can make the session more interactive by stopping at selected points and involving the audience. The Trainer's Manual supplements those stopping points with interactive suggestions and information. Or, if you prefer, the tapes may be viewed without stopping.

Order Qty

**SUPERVISORS CAN KEEP YOU UNION-FREE  
TRAINING SERIES PRICING**

(Please note... these prices do not include shipping)

- Start Up Fee, non-members.... \$3000
- CUE Members... \$2700
- Per user fee... \$25
- DVD 5-disk series \$2995

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