

The "Hand Heart Head" organizing tool is a framework used in labor union organizing to engage workers effectively and build collective power. Here's how it applies in this context:

HEAD



- We want to know what this person thinks about every day at work.
- What do they think about every day at home?
- What are these person's concerns/issues? Things those are important to them. For example: paycheck, healthcare, immigration, vacation, sick leave, pension, etc..
- Why do chose to work for the state?
- Finding out what issues matter to the person you are talking with.
- What challenges are they facing right now?

HEART



- We want to know what this person thinks about every day at work.
- What do they think about every day at home?
- What are these person's concerns/issues? Things those are important to them. For example: paycheck, healthcare, immigration, vacation, sick leave, pension, etc..
- Why did you chose to work for the state?
- What motivates you to come to work every day?
- Why do those issues (refer to "head") matter to this person? These are the core beliefs: fairness, social justice, human rights, respect & dignity. These are principles that motivate them.
- What is a better future for them? What's preventing them from getting there?
- This is your opportunity to dig deeper. Ask how that makes them feel. Ask open-ended questions to draw out their feelings and emotions about their issue and job.
- Why do you think that (issue) is the way it is? Who benefits by keeping things the way they are? How does that make you feel?
- This is where you find out how they feel and you also agitate them a little because emotion moves people to take action.

HAND



- Action
- What are you willing to do?
- Emphasizing practical actions needed to achieve goals
- Connect their heart back to their head and call them to action. Call the Question.
- Do you think that could be different if workers came together and demanded that it would be different?
- Do you think if we have political power we could make some of these changes?

By integrating these elements, unions can strengthen solidarity among workers, enhance their bargaining power, and achieve meaningful improvements in working conditions and rights.