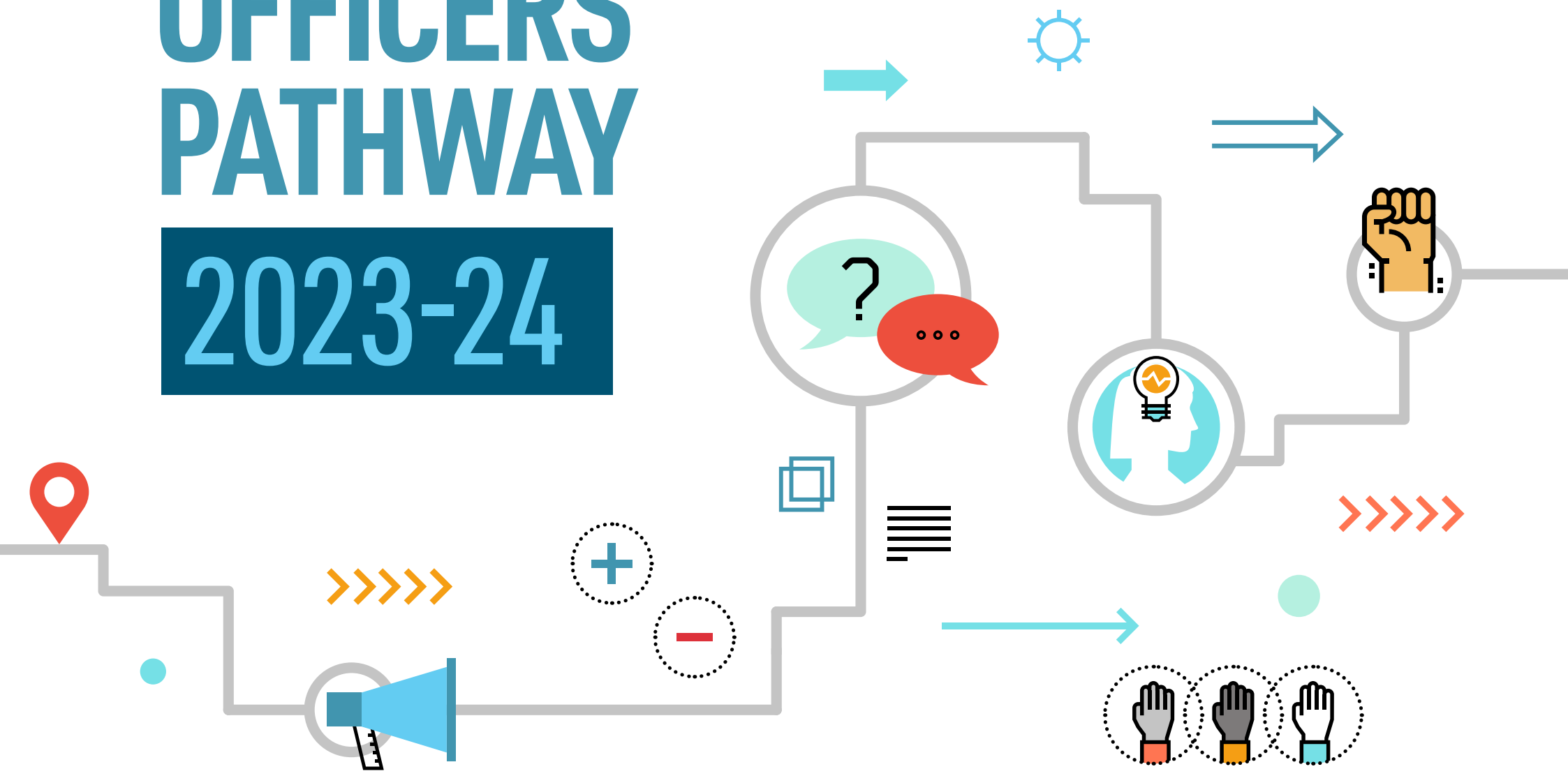


OFFICERS PATHWAY

2023-24



OFFICERS PATHWAY

2023-24

Aims and objectives

The aim of this pathway is to give union officers a well rounded understanding and skills needed to handle the complex role they undertake. Exploring key concepts such as strategy and planning through to dealing with difficult cases, this pathway equips officers with the knowledge they need to be successful as well as make transitions to more senior positions.

By the end of the pathway, the participants will be able to:

- describe strategic choice theory and its applicability to union work
- effectively plan and resource union work
- assess impact in campaigning and stakeholder engagement
- communicate with colleagues, members and stakeholders
- differentiate between leadership and management
- deliver effectively with complex and challenging situations.

Audience

Middle level leaders, aspiring senior leaders.

Content

Modules	
• Strategy and planning	»»
• Labour markets and our environment	»»
• Leadership	»»
• Resources management - people	»»
• Campaigning and public affairs	»»
• Resource management - finances	»»
• Engaging members	»»
• Dealing with difficult situations	»»

Each module will draw on the expertise of leading officers/thinkers/practitioners in their field with a solid understanding of theory and how to put this into practice.

The content will be rooted within trade unions, giving relevant, up to date examples from across the world as well as examples for similar organisations who can give insight to various challenges unions face. It will also give officers a chance to network and develop within the Unions 21 forum of unions.

Applications: Open from March 2023

Cost: £1,200 per person

STRATEGY AND PLANNING

Aims and objectives

The aim of this module is to act as a foundation to the essential concepts, knowledge and skills needed to be a senior officer within a union. Starting with the concept of strategic choice theory and the challenges unions face, we will look at decision making, strategic planning and the realities of leading a union.

By the end of the pathway, the participants will be able to:

- identify the challenges for their union within an environmental context
- create a set purpose, aims and objectives for their work
- apply understanding to the everyday work they are undertaking.

Content

- What is strategy?
- Assessing the union's position
- Creating purpose
- Working with executives

Dates and delivery

- 13-14 June 2023
- In person in London

LABOUR MARKETS AND OUR ENVIRONMENT

Aims and objectives

The aim of this module is to give the participants knowledge on the fundamentals of labour markets at this moment.

By the end of this session, the participants will be able to:

- outline labour market concepts
- assess the importance of productivity
- apply understanding to the everyday work they are undertaking.

Content

- Labour market basics
- Productivity
- Your sector and its labour market

Dates and delivery

- Online materials and activities

LEADERSHIP

Aims and objectives

The aim of this module is to enable union staff to understand the difference between leadership and management and its application in the running of a union. It will explore management styles and approaches and how to encourage effective union working.

By the end of this session, the participants will be able to:

- analyse the difference between leadership and management
- include union values and approaches to leadership
- relate leadership to strategy and choice.

Content

- What is leadership?
- Planning and leadership
- Taking difficult decisions

Dates and delivery

- 13 July 2023 in London
- Online afterwards

RESOURCE MANAGEMENT - PEOPLE

Aims and objectives

The aim of this module is to discuss the practicalities of union resources, how to best allocate staff within an organisation and the fundamentals of management practice.

By the end of this session, the participants will be able to:

- apply key concepts to union management
- relate people management to union principles and priorities.

Content

- People management
- Creating an effective workplace culture

Dates and delivery

- 18 September 2023
- Online

CAMPAIGNING AND PUBLIC AFFAIRS

Aims and objectives

The aim of this module is to give participants a thorough grounding in the various policy making institutions, bodies and opportunities within the UK and beyond. Through a range of group work, lectures and online activities, the participants will explore how to make their everyday union work more effective in relation to policy changes.

By the end of this session, the participants will be able to:

- describe the key bodies and institutions responsible for policy making
- Analyse the potential strengths and weaknesses as it relates to union activities in affecting policy making.

Content

- Lobbying
- Issues
- Who to influence

Dates and delivery

- 12 October 2023 in London
- Online afterwards

RESOURCE MANAGEMENT - FINANCES

Aims and objectives

Following on from people management, this module will explore in more detail how to balance budgets and understand the financial implications of decision making for unions.

By the end of this session, the participants will be able to:

- describe the basics of financial management.

Content

- What is financial management?
- Balancing your budget

Dates and delivery

- 16 November 2023
- Online

EFFECTIVE COMMUNICATIONS

Aims and objectives

The aim of this module is to give officers throughout the union an understanding of how best to communicate with members, reps and other colleagues. Exploring the key concepts of audience, engagement and broadcasting, this module will also look at how the union can effectively communicate a union message to strengthen union work.

By the end of this session, participants will be able to:

- differentiate between broadcasting and engagement
- identify union audiences
- apply engagement techniques to union work.

Content

- Engagement vs broadcasting
- Audiences and tools
- Crafting a union message

Dates and delivery

- 18 January 2023
- Online

DEALING WITH DIFFICULT CASES

Aims and objectives

The aim of this module is to equip participants with the tools they need to handle difficult situations while maintaining union procedures, reputations and relationships. Broken down into two main areas - case work and individual discussions, this session will explore how we can work with challenging and complex situations in our roles within unions.

By the end of this session, participants will be able to:

- identify difficult scenarios
- recognise different situations
- explain the tools and techniques that can be used.

Content

- What makes a situation difficult?
- Handling expectations
- Positive relationships

Dates and delivery

- 13-14 March 2023 in London

UNIONS21
building tomorrow's unions

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