Community Organizing for Trade Unions 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

Community organizing for trade unions is a strategic and transformative approach aimed at strengthening workers' collective power, advancing decent work, and promoting social justice in rapidly changing labor environments. In an era shaped by gig economy expansion, digital labor platforms, informal employment, automation, and precarious work, trade unions must evolve their organizing models to remain relevant, inclusive, and impactful. Community Organizing for Trade Unions Training Course is designed to equip participants with advanced organizing skills, participatory engagement tools, and digital mobilization strategies to build strong, resilient, and member-driven unions.

The course emphasizes grassroots mobilization, worker-led advocacy, collective bargaining power, labor rights protection, and strategic campaign design. Participants will learn how to map workplaces, identify worker leaders, build organizing committees, and sustain membership engagement in both formal and informal sectors. It integrates modern approaches such as digital organizing, data-driven campaigns, social media activism, and intersectional labor organizing to address challenges faced by workers in sectors such as manufacturing, agriculture, transport, domestic work, and platform-based employment. The ultimate goal is to strengthen union capacity to win better wages, safer working conditions, and equitable labor policies.

Programme Curriculum

Community Organizing for Trade Unions Training Course

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Course Duration

5 days

Course Objectives

1. Strengthen grassroots labor organizing capacity
2. Build effective worker leadership structures
3. Enhance collective bargaining power
4. Develop strategic campaign planning skills
5. Promote trade union revitalization strategies
6. Strengthen workplace mapping and analysis skills
7. Improve member recruitment and retention systems
8. Build capacity in digital organizing and online mobilization
9. Strengthen labor rights awareness and advocacy
10. Enhance conflict resolution and negotiation skills
11. Promote inclusive and intersectional organizing
12. Strengthen coalition building and alliances
13. Develop skills for sustainable union growth and governance

Target Audience

1. Trade union leaders and executives
2. Shop stewards and workplace representatives
3. Labor organizers and field officers
4. Youth and women union activists
5. NGO labor rights advocates
6. Community-based worker associations
7. Informal sector worker representatives
8. Policy and labor relations practitioners

Course Modules

Module 1: Foundations of Trade Union Organizing

- History and evolution of labor movements
- Principles of collective action and solidarity
- Role of unions in social transformation
- Power dynamics in workplaces

- Case Study: Dockworkers' union mobilization success in collective bargaining campaigns

Module 2: Workplace Mapping and Power Analysis

- Identifying workplace structures and hierarchies
- Mapping worker influence and leadership
- Analyzing employer power structures
- Identifying organizing opportunities
- Case Study: Retail sector worker mapping leading to union recognition

Module 3: Building Worker Leadership

- Identifying organic leaders in workplaces
- Leadership development frameworks
- Trust-building and communication skills
- Establishing organizing committees
- Case Study: Textile factory worker leadership emergence during strike action

Module 4: Recruitment and Membership Growth

- Effective recruitment strategies
- One-on-one organizing techniques
- Overcoming fear and resistance
- Member retention strategies
- Case Study: Transport workers' rapid union membership expansion campaign

Module 5: Campaign Strategy and Mobilization

- Designing labor campaigns
- Message framing and storytelling
- Protest planning and coordination
- Coalition building for campaigns
- Case Study: Successful minimum wage advocacy campaign in informal settlements

Module 6: Collective Bargaining and Negotiation

- Principles of collective bargaining
- Preparing negotiation strategies
- Employer engagement tactics
- Managing disputes and strikes
- Case Study: Hospitality workers' wage negotiation success story

Module 7: Digital Organizing and Communication

- Social media for labor movements
- Digital storytelling and advocacy
- Online mobilization tools
- Data management for unions
- Case Study: Gig workers' digital strike coordination via mobile platforms

Module 8: Sustainability and Union Transformation

- Building resilient union structures

- Financial sustainability of unions
- Youth and women inclusion strategies
- Policy advocacy and reform engagement
- Case Study: Long-term revitalization of an industrial union through governance reform

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
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:

Register Online Now

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