Strategic Campaigning for Labour Movements 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

Strategic Campaigning for Labour Movements is a high-impact, capacity-building training designed to strengthen trade unions, labour organizers, worker rights advocates, and social justice leaders in designing and executing powerful, data-driven, and digitally enabled campaigns. Strategic Campaigning for Labour Movements Training Course equips participants with modern tools in labour mobilization, collective bargaining strategy, digital activism, narrative building, workplace organizing, and policy advocacy to win real-world improvements in wages, working conditions, and labour protections. It blends classical union organizing tactics with cutting-edge digital campaigning, social media strategy, and grassroots power mapping.

In today's rapidly changing world of work shaped by gig economy expansion, automation, informal labour growth, and global supply chains labour movements must evolve to remain effective and resilient. This training empowers participants to build winning campaign architectures, coalition networks, and pressure strategies that influence employers, governments, and multinational corporations. Using real-world case studies from successful labour struggles globally, participants will learn how to transform worker grievances into structured campaigns, policy wins, and sustainable labour power.

Programme Curriculum

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Course Duration

5 days

Course Objectives

1. Understand modern labour movement strategy and campaign design frameworks
2. Build effective worker mobilization and grassroots organizing systems
3. Apply power mapping and stakeholder analysis techniques
4. Develop high-impact digital campaigning and social media activism strategies
5. Strengthen collective bargaining and negotiation skills
6. Design persuasive campaign messaging and narrative framing
7. Use data-driven advocacy and evidence-based campaigning tools
8. Strengthen coalition building and alliance management
9. Apply crisis communication strategies in labour disputes
10. Understand gig economy labour rights and informal sector organizing
11. Build media engagement and public relations strategies for unions
12. Implement policy advocacy and legislative influence campaigns
13. Develop sustainable long-term labour movement leadership pipelines

Target Audience

1. Trade union leaders and shop stewards
2. Labour rights activists and community organizers
3. NGO workers focused on **decent work and social justice**
4. Youth activists engaged in **workers' rights movements**
5. Policy advocates and labour researchers
6. Community-based organization leaders
7. HR and industrial relations professionals in labour-sensitive sectors
8. Gig economy and informal sector worker representatives

Course Modules

Module 1: Foundations of Strategic Labour Campaigning

- Understanding labour power and workplace dynamics
- Types of labour campaigns: defensive vs offensive strategies
- Mapping employer and institutional power structures
- Introduction to campaign lifecycle design
- **Case Study:** Amazon warehouse unionization efforts (global logistics sector)

Module 2: Power Mapping and Stakeholder Analysis

- Identifying decision-makers and influence networks
- Tools for mapping employer power and vulnerabilities
- Worker segmentation and constituency analysis
- Political and institutional stakeholder mapping
- **Case Study:** SEIU healthcare worker organizing campaigns

Module 3: Worker Mobilization & Grassroots Organizing

- Building workplace committees and organizing cells
- Door-to-door and peer-to-peer mobilization strategies
- Sustaining engagement in informal and gig sectors
- Leadership identification and cadre development
- **Case Study:** South African COSATU mass mobilization campaigns

Module 4: Digital Campaigning & Social Media Activism

- Social media strategy for labour movements
- Viral messaging and hashtag campaigning
- Online petitioning and digital pressure tactics
- Data analytics for campaign targeting
- **Case Study:** #FightFor15 minimum wage movement (USA)

Module 5: Collective Bargaining & Negotiation Strategy

- Preparing bargaining demands and negotiation frameworks
- Win-win vs adversarial negotiation models
- Strike readiness and escalation strategies
- Legal frameworks in labour negotiations
- **Case Study:** German IG Metall wage negotiations

Module 6: Media, Narrative & Public Opinion Strategy

- Framing labour issues for mainstream media
- Crisis communication during strikes and disputes
- Building spokesperson capacity
- Managing misinformation and employer narratives
- **Case Study:** UK NHS nurse strike media strategy

Module 7: Policy Advocacy & Labour Law Influence

- Understanding labour law reform processes
- Lobbying strategies for policy change
- Coalition lobbying and advocacy campaigns
- Legislative tracking and engagement tools
- **Case Study:** Domestic Workers' Rights Convention (ILO C189 campaign)

Module 8: Coalition Building & Sustainable Labour Power

- Building cross-sector alliances and solidarity networks
- Long-term movement infrastructure development

- Funding and sustainability strategies for unions
- Leadership succession and youth integration
- **Case Study:** Latin American regional labour federations alliances

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

Start Date	End Date	Location	Price
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