



A timely and
important
Management
Seminar

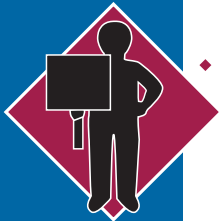
Unions
are not
inevitable!®



Avoiding unionization means avoiding huge costs

No company needs extra costs. These days, many can't afford them. And unionization costs plenty. Current data suggest that the cost of unionization – in extra bureaucracy, management time, legal and consulting fees – *is equivalent to 25% to 30% of gross payroll per year.*

Fortunately, it's a cost that can be avoided. That's because most employees *don't vote* for a union, *they vote against* management. A well-run organization with credible, well-respected management that's responsive to employees' needs makes a union unnecessary.



Avoiding unionization means maintaining your right to manage

No third party intervention can add to productivity the way direct resolution of problems can. Unionization tends to shift the focus from quality, productivity and service to job assignments, promotion criteria, pay and benefits negotiations, complaint resolution and contract language. Organizations with fair, consistent supervisors and clearly communicated objectives keep management's goals their main priority.



Avoiding unionization can mean a better-focused, better-motivated workforce

Union campaigns are wake-up calls to managers. Union organizers simply respond to employees' dissatisfactions with management. A Positive Employee Relations Program is the best defense against unionization, and *costs only 3% to 5% of gross payroll per year.*

Managers who listen fairly, respond promptly and communicate effectively know that their employees want their companies to succeed.

Unions are not inevitable!®

This internationally acclaimed seminar presents critical information on how to avoid unionization through good management practices. Discussion will include

- ◆ The cultural impact of unionization
- ◆ Restrictions placed on employees and management by a collective agreement
- ◆ Reasons why 'good' employees leave and the organization frequently works to a lower common denominator
- ◆ Union guarantees versus their promises
- ◆ Tactics used to organize from inside your company
- ◆ Behavioral profiles of typical union organizers and followers
- ◆ Key early warning signs
- ◆ The importance of your company's track record with its employees
- ◆ The importance of communication to remain union free
- ◆ How to live Values that create a Positive Employee Relations environment
- ◆ The organizational framework for a Positive Employee Relations environment
- ◆ Learn how to assess and reduce your union vulnerability



You'll learn practical and comprehensive Positive Employee Relations strategies you can use the minute you step out of this seminar. You'll then have what you need to embark on a detailed and effective employee relations program for your organization.

Managers of today's successful companies *can't afford not to know and take advantage of* what's presented in this seminar. Make sure you're one of them.



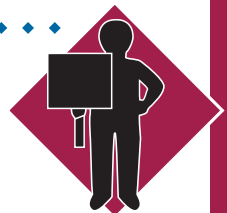
For more information call

Jay Martin (519) 725-3464

Toll-free 1-888-737-7933

E-mail jay-martin@brocklearning.com

www.brocklearning.com



Brock Learning Resources Inc. Box 305, Waterloo, Ontario N2J 4A4

Your seminar leaders



Our seminar leaders are Consultants with years of experience, specializing in strategic organization development and human resource management throughout Canada, the United States and Britain.

Terry Bruni BSc

As a business owner, entrepreneur and independent consultant , Terry brings his “real life” experiences to clients who need to remain competitive in a globally unforgiving marketplace where empowered employees and Positive Employee Relations are more vital to success than ever before.

With over 26 years of senior manufacturing management experience, Terry has been at executive levels in organizations (with as many as 2100 non-union employees) where he has demonstrated the benefits of Positive Employee Relations. Terry is a practitioner of sound people management skills, experienced in union certification attempts.

He has successfully implemented Positive Employee Relations practices to ensure his clients remain union free and specializes in union free organizational modeling.

Lloyd M. Field PhD

Executive coach, management consultant, facilitator, speaker, and author Lloyd has spent 30 years working with business leaders in North America and throughout Europe. Lloyd has a PhD in Human Resources.

His books *Unions Are Not Inevitable!*® and *Winning the Certification Vote*® are Canadian best sellers. Lloyd has also developed a tool for assessing union vulnerability and has worked with clients to supportively and successfully implement audit recommendations.

Lloyd is currently a personal Executive Coach – www.lloydfield.com.

His latest book *Business and the Buddha: Doing Well by Doing Good*® is an amalgam of his business and Buddhist experiences.

What seminar participants are saying ...

“ This workshop made me aware of how a union could internally organize our distribution center. I want all of our managers and supervisors to learn what I learned today.”

“ I came away feeling one step ahead of the game... feeling more secure that our company can now stay union-free.”