

A Stop/Start/Continue Analysis for Unions

The COVID-19 pandemic has not only upended the lives of union members, disrupted work and workplaces, but it has also shaken up and placed many new demands on unions, staff and leaders. Whether it's representation, organizing, advocacy or education, there are few union activities or functions that have not been disrupted or transformed by this unprecedented global tsunami. However, a period of massive disruption is a perfect time to undertake a *start/stop/continue analysis* for your organization. Whether at the level of a local, branch, or committee, employing this simple analytical tool can assist in helping you identify where to focus your energy, assist with avoiding burnout and aid in seeing new opportunities that may have presented themselves.

Who are we? Begin by defining your group (will this be for a local, a committee, a department, etc).

Stop – What have you stopped doing? Can you identify activities that you could potentially permanently eliminate? Are there things that consume a lot of your time (and the time of other member, leaders or staff) for little return for members. Are there things that you use to do that are no longer necessary or that no longer need to be done in a certain way in the new environment? What activities no longer make sense in the “new” normal?

Start – What new initiatives, activities, priorities have you had to undertake because of the pandemic? What are you doing more of and what are you doing now that you have not done before? If you could get a few more volunteers or activists or members involved, what activities or things would you have them do that would benefit the union, its members and the community in this period?

Continue – What activities or practices have you created because of covid-19 that you would like to continue? Are there new procedures or practices that you have started which have been a success and/or have engaged members or extended your reach in the community?

What Comes Next? Go through your *Stop/Start/Continue* list of ideas and evaluate and prioritize. Are there items on the **Stop** list that you can either end, or move towards closing down? Are there initiatives in the **Start** list that can be enhanced, or developed further?

Covid-19 is driving change everywhere and in all organizations. You may find this a useful exercise not only for your union today, but for how it may look different in the future. Have you developed new ways of engaging and communicating with members? Are there places where you have built stronger relationships not only with members through their work, but have also expanded the union's connection to include the members' family and community? What are the most impactful ways that you have engaged your time, energy and resources and how might you help your union emerge as a stronger, more resilient and prepared organization?