

WHAT UNIONS CAN DO
TO MITIGATE THE
HUMAN COSTS
FROM PREVENTABLE
WORKPLACE ABUSIVE CONDUCT

2016

WORKPLACE
BULLYING
INSTITUTE

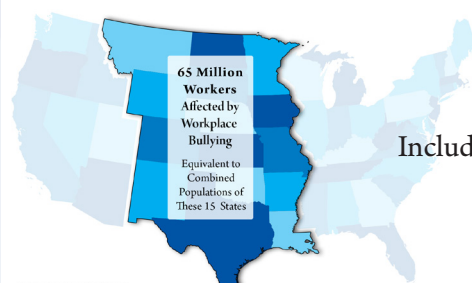
The North American Originators

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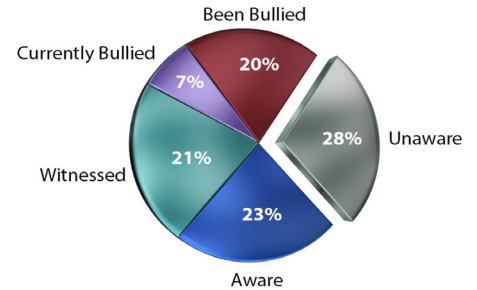


AN UNDENIABLY SERIOUS EPIDEMIC

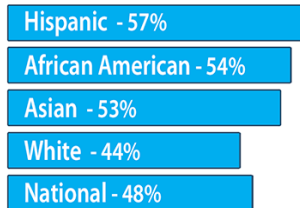
In the 2014 Workplace Bullying Institute (WBI) U.S. Workplace Bullying (national, scientific) Survey, 27% of adult Americans reported experiencing first-hand workplace bullying.



Including witnesses, over 65 million workers are affected by bullying!



AFFECTED BY BULLYING (TARGETS + WITNESS)



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And current discrimination laws are inadequate to “protect” members who are eligible to use EEO laws and employer policies. Cruelty does not discriminate. Discrimination happens in 20% of bullying cases. Without gender, race or religion as reason for mistreatment, bullying is LEGAL in the U.S.!

A PRECISE DEFINITION OF THE MISTREATMENT

Repeated, health-harming, productivity-preventing mistreatment of one employee by one or more others of any rank or gender: Abusive conduct that takes the form of

- ✓ *verbal abuse*, or
- ✓ behaviors that are *threatening, intimidating or humiliating*, or
- ✓ *sabotage of work, undermining performance*, or
- ✓ *exploitation* of a known vulnerability, or

some combination of the above.

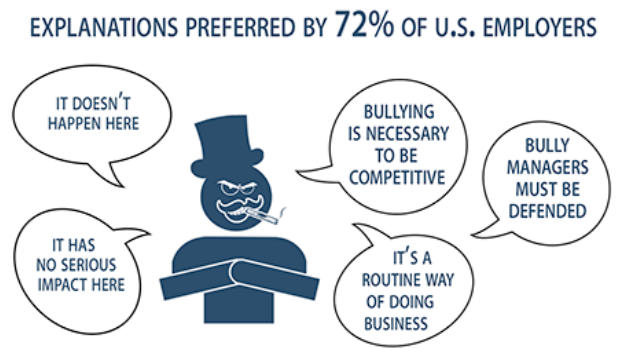
Note: EEO violations & anti-discrimination policies do not apply in 80% of cases.

Workplace Bullying is also known as *Psychological Violence, Negative Conduct, Psychological Harassment, Status-Blind Harassment, Mobbing, Emotional Abuse, & Non-Physical Workplace Violence, Abusive Conduct, Disrespect, Incivility*

THE CHALLENGE FOR AMERICAN UNIONS

American employers love bullying. They call it “management style.” Here are their excuses.

Sounds like a whining abuser, doesn't it?



UNIONS ARE THE **ONLY** ADVOCATES FOR WORKERS

Bullying is killing many of your members. By this we mean they suffer from stress-related diseases brought on through no fault of their own. No one believes the accounts of outrageous misconduct they have endured for months in silence. Unions have to listen and give support.

SUFFERING BY YOUR MEMBERS

- ✓ Stress-Related Health Consequences
 - Cardiological: Hypertension to heart attacks & strokes & death
 - Gastrointestinal: IBD, colitis
 - Immunological: Greater susceptibility to infections & cancer
 - Neurological Changes: Atrophy of brain regions associated with emotional regulation and memory leading to emotional volatility & “lost” intelligence
 - Accelerated Aging: DNA telomere damage shortens life
- ✓ Psychological Injuries requiring counseling or medications or both
 - Anxiety & Panic Attacks
 - Sleep Disorders
 - Clinical Depression
 - Posttraumatic stress: PTSD
 - Suicide ideation rate by bullied people is 2X the rate by others
- ✓ Adverse Employment Actions
 - PIP: Humiliating “improvement” plans
 - Demotions, punitive transfers
 - Wrongful terminations



THE UNION'S RESPONSE: **CONDEMN** OR **CONDONE** HEALTH-HARMING ABUSE AT WORK

There really is no choice. It's simple. Condemnation is the only choice. Unions, like employers, sustain bullying when they treat reports of bullying with indifference or denial or refusal to respond. But what to do?

WBI has solutions for Unions. Read on.

WBI SERVICES FOR UNIONS



- Raise Awareness Among Members with Dr. Namie in-person
- Remote Training -- Online Course/Webinar
- Send key members to off-site training, Workplace Bullying University®
- Purchase stand-alone training materials from WBI
- Train an internal Expert Members Team to support all members
- Prevalence Assessment -- complimentary for Unions
- Investigation Assistance
- Restoral: Work Team Healing
- Respectful Conduct Clinic for offending member
- Expert Witness services for litigation/arbitration cases
- Create Policy & Procedures for the Union (In-person or DVD)
- Book: *The Bully-Free Workplace* -- guidebook for internal champions
- Book: *The Bully At Work* -- validation for bullied members

WHO WE ARE: THE AMERICAN PIONEERS

The Namies -- Dr. Ruth & Dr. Gary -- in 1997 they founded the Workplace Bullying Institute to disseminate the science of bullying and to help individuals, introducing the topic to the U.S. WBI generates research, best known for its 3 national scientific surveys of U.S. bullying prevalence and public education about adult bullying. They are credited as the **originators of the workplace bullying consulting specialization**. Dr. Gary Namie, social psychologist and WBI Director, is recognized as the foremost North American authority on workplace bullying and as one of the most influential organizational psychologists alive today.

Dr. Gary Namie
is a member of



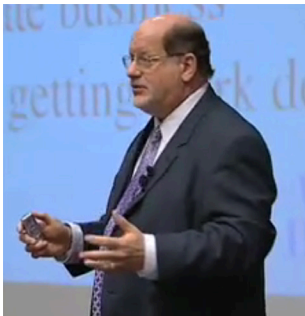
EDUCATION

The most significant aspect of our mission at WBI for these past 19 years has been educating affected workers, the public, organizations & unions. Dr. Gary Namie was an award-winning professor of management and psychology at several universities before co-founding WBI. He was also a Director of Organizational Development & Management Training for two multi-site hospital corporations. Education is what we do at WBI.

RAISE AWARENESS [IN PERSON]

Invite the most knowledgeable person on the topic to speak to your Stewards/Reps/Members.

Dr. Gary Namie



the **WORK
DOCTOR**®

*Movement founder
Recognized leader
Author, Researcher
Consultant
Media go-to expert*

"What a gift of the years of knowledge and experience you gave us and wrapped in a fun envelope that made it easy to understand." – Bernice F.

"Gary's style is absolutely electric! Words cannot express how overwhelmed I was with both the content and quality of his presentation." - Jackie G.

"Amazing, wonderful, empowering" - Gail E.

"I can't say enough about the level of expertise that Gary possesses. He is on top of the latest legal, organizational, and psychological information." -- Molly G.

Formats

- Keynote at Conference or Banquet
- 90 min. Seminar
- Half-day interactive workshop

Dr. Gary Namie is a masterful professional speaker. Presentations are all tailored. Videotaping for future use incurs additional charge.

REMOTE TRAINING



ONLINE STREAMING COURSE

- Engaging presentation - mix of slides, video & quizzes
- 20 minute formats, streamed from our or your platform
- Verified completion times
- Complies with Section 12950.1, CA Gov't Code

CUSTOM WEBINAR

- Tailored content
- Live or recorded for archived access

OFF-SITE TRAINING FOR REPRESENTATIVES



TRAINING FOR PROFESSIONALS PREPARING
TO TRAIN UNION COLLEAGUES BACK HOME

The only intensive, immersive 3-day, small group seminar exploring every aspect of workplace bullying. Created in 2008 for professionals in healthcare, management, law, counseling, coaching, training & the academe. Curriculum is evidence-based featuring over 400 research articles. This unique program is scheduled throughout the year. Participants return to their Unions with an extensive collection of digital material, all that is needed to launch an internal education initiative!

Details found at: workplacebullyinguniversity.com

TRAINING MATERIALS ONLY

Can't make it to our public Workplace Bullying University session?

You will miss the interactions among participants as well as the opportunity to have their questions answered. But you can purchase most of the materials used in the program.

- Over 200 slides in all formats: PPTX, Keynote, PDF
- Audio training guide to accompany the presentations
- Ancillary discs with video and audio content for in-depth learning
- Books written by the Namies

DEVELOPING THE UNION'S OWN EXPERTISE

ON-SITE TRAINING OF EXPERT MEMBERS TEAM

It is up to Unions themselves to help their members help themselves. To stop the suffering. Stop waiting on the employer to act. The Union EMT model was built for two teachers' unions. This is an on-site, customized version of WBI's Workplace Bullying University. Requires a 2.5 day commitment. For a team of up to 30 members.



The Team is grounded in the all aspects of bullying, workplace dynamics and the psychology of personalities. Includes a library of 400+ research articles and over 65 hours of audio and video. The program includes all presentation materials your Local needs to train all members to recognize bullying and how and why it must be stopped.

How Trained Union Teams Can Serve Members

- Triage and refer emotionally hurt members to professionals for help
- Be the go-to source of information on the topic of workplace bullying
- Clarify and validate experiences of those who think they are bullied
- Serve as educators/trainers for membership, Stewards & Representatives & Officers
- Intervene in bullying incidents
- Achieve justice for aggrieved members, rebuild injured workers
- Coaching for offender-members

PREVALENCE ASSESSMENT, COMPLIMENTARY FOR UNIONS



The true starting point. We collaboratively create a quantitative survey specific to the union. Then, we post the survey at our third-party website. Anonymity is ensured. Member-respondents identify frequent abusers. The Union is armed with data to counter employer denials.

FOR CREDIBLE FACT FINDING IN BULLYING CASES

Investigation Assistance



Third-party services to conduct investigations of bullying-related incidents. Dr. Namie brings relevant social science research about overcoming inherent biases to the difficult job of sorting fact from fiction in cases of alleged abusive conduct.

HEAL THE WOUNDS, MAKING THE TEAM WHOLE AGAIN

Research shows that witnessing coworkers are affected nearly as strongly as the targeted individuals. Engagement, trust and loyalty have been lost. Either during or after the the bullying, the Union can make impacted individuals whole again. It's a matter of restorative justice and healing. Everyone is heard. Hurt feelings and lingering resentments are processed so that the work team can move on. The one-day Restoral activity ensures the quickest return to productivity and a sense of normalcy.

RESTORAL TEAM HEALING AFTER WORKPLACE BULLYING

WHEN THE BULLY IS A MEMBER

RESPECTFUL CONDUCT CLINIC

Adopting Alternatives to Abuse

When the abuser is a member, the Union is more able to alter the destructive behavior than when the bully is a non-member supervisor. The Union has leverage.

We identify skill deficiencies and the myriad of barriers to adopting non-abusive practices. A personal development agenda is agreed upon. Contracting reduces the likelihood of future breaches. Forget expensive attempts to change a bully's personality. Our Clinic is more effective than "anger management."

EXPERT WITNESS



Dr. Gary Namie serves as an expert witness for both defense and plaintiffs' counsel in bullying-related lawsuits and arbitrations.

Typical cases involve support for employers brave enough to terminate offenders or discrimination or infliction of emotional distress claims. His opinions and reports are based on empirical peer-reviewed scientific research that fit the facts of the case.

Note: He is not a clinical psychologist and does not opine on the specific mental health status of clients.

The First U.S. “Bullying” Trial

In 2005, Dr. Gary Namie testified as an expert witness in an Indianapolis state court trial. The plaintiff Doescher won in trial court and in the Indiana State Supreme Court. The jury award of \$325,000 was sustained. The precedent-setting statement from the Supreme Court opinion:

“The phrase ‘workplace bullying,’ like other general terms used to characterize a person’s behavior, is an entirely appropriate consideration ... workplace bullying could be considered a form of intentional infliction of emotional distress.”



The 2013-14 NFL Bullying Scandal

Dr. Namie was retained by renowned sports attorney Wm. David Cornwell as expert in the Miami Dolphins bullying scandal that ended with the Ted Wells 2014 investigative report confirming that Jonathan Martin had been bullied.

“My first, and last, call for a national expert in workplace bullying was to Gary Namie”
-David Cornwell

CREATE NEW UNION POLICY & PROCEDURES

ON-SITE FACILITATION

An explicit, stand-alone Policy with precise definitions is the cornerstone of a non-violent, fear-free organization. It is the “line in the sand,” the behavioral standard to which the alleged misconduct can be compared. Policies reflect the Union’s commitment. A Policy Writing Group is assembled. In real time, both a policy and set of enforcement procedures are created. The value of live policy generation is the clarification of the values involved thanks to the WBI proprietary process used.

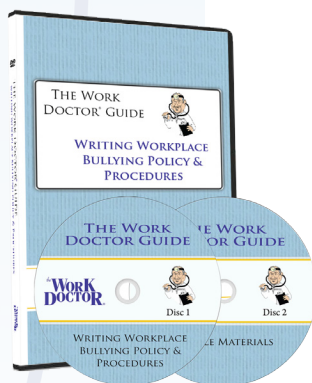


A policy does not guarantee the end of bullying. But bullying will **never** end without having a policy.

“Gary Namie is a wonderful facilitator! His ability to combine logic, humor and forward-thinking is unsurpassed.” - Zola F.

CREATE POLICY & PROCEDURES BY DVD

This DVD allows Dr. Namie to guide a Writing Group through the WBI proprietary process to create Policy & Procedures by themselves. Available in either Standard DVD or Blu-ray formats.



THE DVD FACILITATORS



GARY NAMIE, PHD

- Originator, Workplace Bullying Consulting & Professional Training
- Director, Workplace Bullying Institute

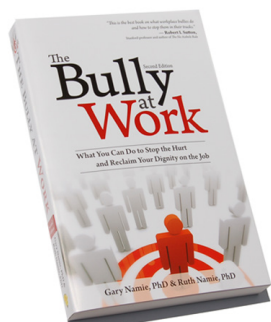
DAVID C. YAMADA, J.D.

- Professor of Law, Suffolk University
- Author, Healthy Workplace Bill



BOOKS

FOR BULLIED MEMBERS



The Bully at Work
What You Can Do to Stop the Hurt & Reclaim Your Dignity on the Job
By Dr. Gary Namie & Dr. Ruth Namie
(Sourcebooks, 2009)

The most popular self-help book in the field. Validating and empowering for individuals targeted for bullying. 2nd edition. Written by the movement leaders.

FOR INTERNAL CHAMPIONS



The Bully-Free Workplace
Stop Jerks, Weasels and Snakes from Killing Your Organization
By Dr. Gary Namie & Dr. Ruth Namie
Foreword by Robert I. Sutton, PhD
(Wiley, 2011)

A roadmap for leaders of anti-bullying initiatives within any organization, including unions. Obstacles are described. Requirements for success outlined. From the couple whose perspective on the phenomenon is unrivaled.

2016 WBI FEES FOR UNIONS

- Dr. Namie in-person presentations: \$3,500/5-hr. day + travel
- Remote Training -- Online Course/Webinar, depends on numbers
- Workplace Bullying University® , \$2,000 per member + travel
- Stand-alone training materials, \$1,200
- Train an Expert Members Team, \$10,000 for up to 30 members
- Prevalence Assessment -- complimentary for Unions with any service
- Investigation Assistance, \$1,000/day + travel
- Restoral: Work Team Healing, \$2,500 + travel
- Respectful Conduct Clinic for offending member, \$2,500 + travel
- Expert Witness services for litigation/arbitration cases, \$3,500 retainer
- Create Policy & Procedures for the Union (In-person, \$3,500 + travel or DVD, \$499)
- Book: *The Bully-Free Workplace* -- guidebook for internal champions (any online bookstore)
- Book: *The Bully At Work* -- validation for bullied members (any online bookstore)

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workplacebullying.org

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UNION CLIENTS

- MAPE, Minnesota Assoc Professional Employees
- NAGE/SEIU, Nat'l Assoc Government Employees
- AFGE, Assoc. Federal Government Employees
- UNAC, United Nurses Associations of California
- FEW, Federally Employed Women
- AFT-Health; AFT-University
- APWU, American Postal Workers Union
- NEA, National Education Association
- SPEEA, Engineers in Aerospace
- WSALC, WA State Association of Letter Carriers
- ISEA, Illinois State Employees Association
- IAM, Intt'l Assoc of Machinists, Local 54
- PSE/SEIU, Public School Employees, Washington
- IEA, Issaquah (WA) Education Association
- CSEA, California State Employees Association
- NYSUT, NY State United Teachers
- BTU, Boston Teachers
- CTU, Cleveland Teachers
- IEF, Indian Educators Federation
- San Diego-Imperial Counties Labor Council
- PSAC, Public Service Alliance of Canada
- CUPE, Canadian Union Public Employees
- Newfoundland Labrador Federation of Labour
- AMAPCEO, Managers & Crown Employees
- CUPW, Canadian Union Postal Workers
- OPSEU, Ontario Public Service Employees
- Teamsters, Local 31
- Alberta Occupational Health Nurses Association