

# ***SPEAKING FROM THE HEART:***

***Motivating Union Members & Winning  
New Allies***

***Mark McDermott***

**“The labor movement was the principal force that transformed misery and despair into hope and progress...The captains of industry did not lead this transformation.” – Reverend Dr. Martin Luther King Jr. – 1961**

Dr. King spoke the truth. He did not say our movement was perfect or without mistakes. This transformation was not easy, we did not do it alone, and too many people were left out. We had many strong community allies. We won great victories, we inspired many people, we made many mistakes we can learn from, and today we can make his truth real again. To do so, we must inspire and motivate many new activists in our unions and movement to get and stay involved.

My “Speaking from the Heart” interactive workshop is an educational and skill-building exercise. It helps participants identify and practice telling their personal stories which demonstrate their positive vision, values and humanity that they can share with union members, current and potential community allies, and non-union workers. Speaking from our hearts about what happened to us, our families and our communities that caused us to get involved in our unions and communities is very effective in opening up dialogues with potential activists and community partners.

**“No one cares about how much you know until they believe you are authentic and care about them. How do we demonstrate this?” By sharing our humanity with them.**

## **Education Event**

**WHEN:  
March 28, 2020  
9am—12pm**

**WHERE:  
John Noble Room  
Everett Labor Temple  
2810 Lombard Street  
Everett, WA**

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