

How to persuade people to take action

Structure

Example

Introduce yourself

“Hi, I’m an nurse/organiser with Nurses United. I’m here today to talk to you about the pay ballots”

Ask what they think about the pay campaign or ballots

“So what do you think about the ballots?”

“Do you think that we deserve a pay rise?”

Address what they’ve said

Respond to their concerns

“I don’t think we’ll ever get 12.5%/15%?”
“Why is that?”

Give them an ask

- Vote in the ballot
- Speak to 3 colleagues about this
- Join Nurses United

The address section is likely to be the main body of the conversation and you might go back to addressing different concerns multiple times

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Common Pushback

Potential Answers

Things will never change

- Northern Irish nurses took industrial action in 2019 and literally re-formed a government
- Draw it back to patient safety - if we don't act it will harm our patients - 20% pay cut = 46,000 vacancies

We can't afford it

- We've spent £37 billion on Test and Trace
- An NHS pay rise creates jobs in the local economy

Lots of people have lost their jobs

- Gratitude won't pay our bills and an NHS Pay rise creates jobs when we spend it
- An NHS pay rise protects patients

Should we sort staffing first

- NHS workers are leaving in droves due to being overworked and undervalued. Part of the solution is paying staff properly.

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