

Employee relation

Business



EMPLOYEE RELATION al Affiliation) Trade unions value membership as a fundamental resource for their success. This is evident from past and present events that have occurred through the implementation of certain strategies by the trade unions (Blyton & Turnbull, 2004). The trade unions have had a plan in the form of a forecast in the last 10 years concerning their position in the economy. The unions have focused on industries with a high growth rate in the economy. Through this strategy, the unions managed to attract about 10, 000 new members each year. Presently, the trade unions focus on attracting the underrepresented members such young workers and private sector professionals through considering their needs in the unions. For instance, this strategy has attracted over 16% of professionals working in the private sector in 2014.

Unions have developed several strategies for the attraction of new membership. One of the strategies is the development of a constant communication with the workers. This is one of the core activities adopted by trade unions. They maintain constant contacts with the members, especially in their workplaces. This helps in the attraction of new members through an assurance of the protection of their rights. The communication also aids in the creation of internal debates among the workers and the unions, for the identification of areas that are prone to limitations in terms of membership acquisition. These strategies have shaped the trade unions in relation to an increase in the membership base.

In addition, different unions have created special committees that have specific roles that relates to a particular set of workers. For instance, most of the unions have created the women's department that ensures the female workers of their representation and equal rights in the unions. This strategy

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has led to the implementation of particular processes for increased membership (Waddington, 2003). It also assumes that for it to succeed in attracting new members, the committees created need to address the issues of the particular groups. This has occurred in several unions that have considered the interests of the workers such as the improvement of their working conditions. The ultimate outcome is that the unions that have considered such interests have registered quite a huge number of new members.

Finally, unions have developed interesting strategies that appeal to younger workers to persuade them into the membership (Hollinshead et al. 2003). For instance, the unions organize certain events, debates, and seminars that appeal to the young workers' population. This strategy encourages the young workers to join the union' membership because of the incorporation of youth issues with those of trade unions. Through the seminars, the youth find the chance to interact with other professionals. This increases their skills and boosts their confidence, as well as increasing their professional network. Moreover, unions have incorporated the social media in a bid to attract younger workers. The number of young members has increased significantly due to such strategies.

In conclusion, trade unions rely heavily on their membership base for their success. This has led to the development of various strategies that encourage new workers to register as new members in the trade unions. Such strategies include the development of constant communication between workers and the unions, the creation of special committees that address the issues of a particular group of workers, and strategies that attract the young workers to register as members with the trade unions. The <https://assignbuster.com/employee-relation/>

strategies have generally led to an increase in the membership base of the trade unions.

The strategies aid in solving various employee-related problems in the following ways: Constant communication among members of the trade union enables them to voice their grievances about their employers and other parties concerned. As a result, the trade union arranges gatherings such as strikes and boycotts to voice those grievances in order to attract the attention of their employers. Employers then meet with the trade union officials who explain to them the grievances raised. They then negotiate terms in an effort to solve employee problems, after which the employers implement those terms in their workplaces. Finally, the special committees created, investigate claims raised by members to verify if they are true and constantly check with the workers to see if the employers are meeting the terms of the negotiations (Blyton & Turnbull, 2004). Trade unions have benefitted workers in a number of ways. Firstly, they have led to increased wages. The minimum wage has increased due to trade unions pushing employers and the government. Secondly, it has led to improved working conditions. Thirdly, Industrial peace amongst workers and management has improved. Fourthly, they have increased opportunities for members for purposes of career development and lastly, trade unions have protected members from victimization by their employers.

References

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Chapter 5 and 9

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