

CASE STUDY

Helped secure a win for an employer faced with a union campaign amidst historic union momentum and unique external pressures

A leading U.S. manufacturing company with thousands of employees and multiple production facilities faced a critical labor relations challenge as union organizers actively engaged its workforce ahead of a scheduled union election. As one of the largest employers in its region, the company prioritized maintaining direct employee relationships, operational efficiency, and a culture of open communication. However, the rapid escalation of union activity posed risks to workforce stability, productivity, and long-term employee engagement. To address these challenges, company leadership sought expert labor relations and communications guidance to develop a rapid response strategy infrastructure. By deploying a structured approach to communication, engagement, and response, the company successfully navigated the union election while reinforcing trust and alignment across its workforce.



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elections*

ISSUE	ACTION	RESULT
<ul style="list-style-type: none">• Union Petition After Months of Active Organizing and Card Signing: Employees were actively approached by union organizers, leading to increased tension and uncertainty.• Workforce Disruptions: The potential for unionization threatened to shift workplace dynamics and disrupt operational alignment.• Lack of Preparedness: The organization needed a structured approach to inform employees, address concerns, and respond effectively to the campaign.	<ul style="list-style-type: none">• Strategic Communication: Deployed a real-time response plan using meetings, digital media, print, and direct outreach to ensure message consistency.• Employee Engagement: Shared factual information on unionization while reinforcing workplace unity and company culture.• Expert-Led Support: Mobilized key communicators, industry experts, and leaders both internally and in the community to guide employees through the election process.	<ul style="list-style-type: none">• Union Rejected: With a staggering 92% turnout rate, employees voted against unionization, maintaining direct engagement and operational stability.• Leadership Reinforced: Continued training and coaching strengthened leadership communication and workforce alignment.• Proactive Strategy: Established a structured labor relations framework to mitigate future risks and sustain a positive, collaborative workplace culture.

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