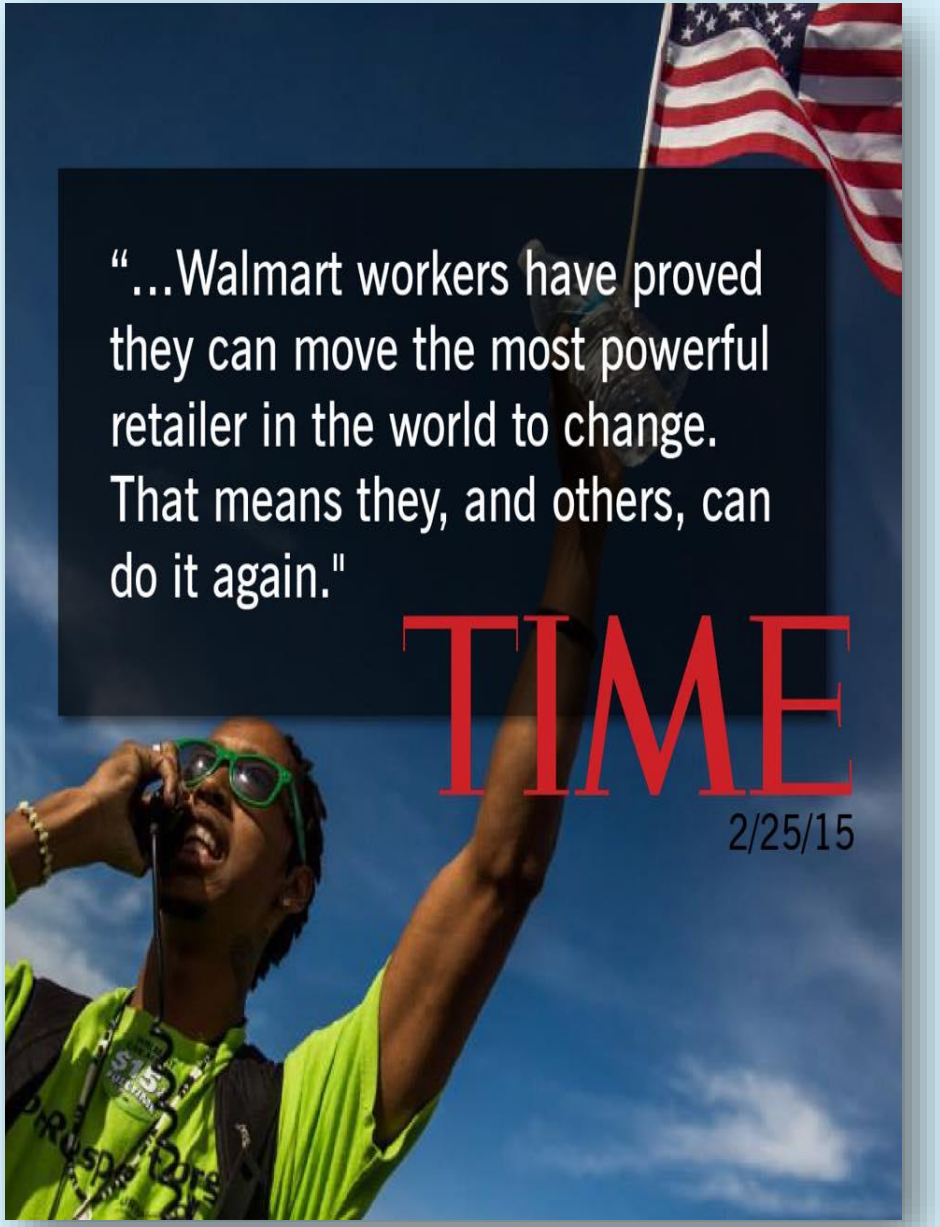
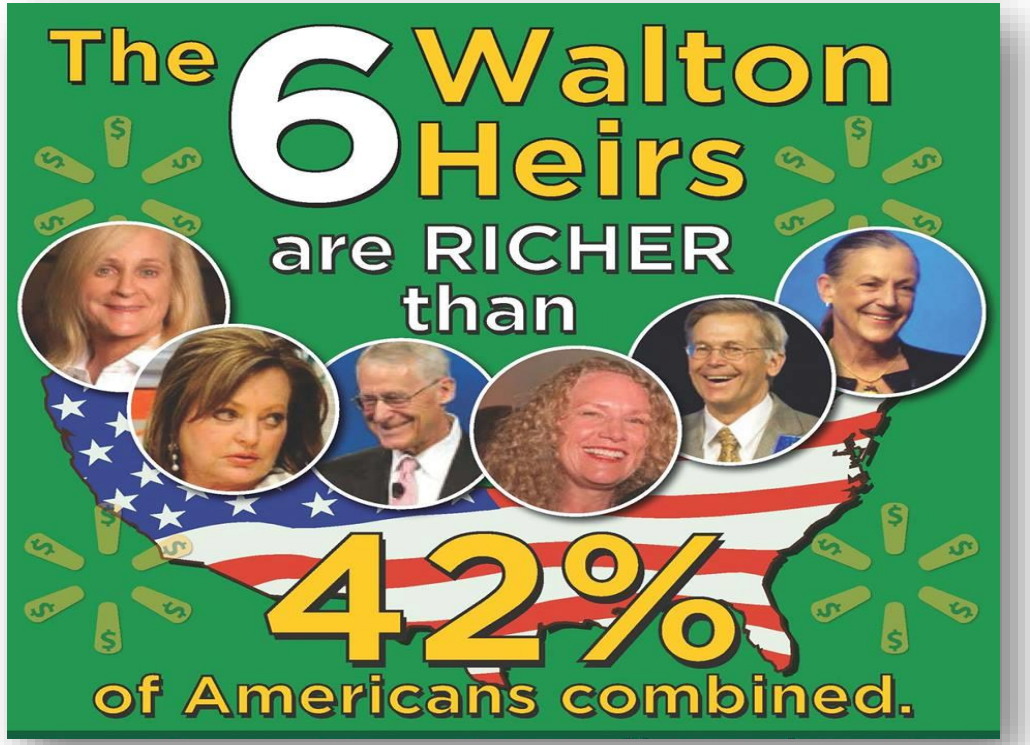
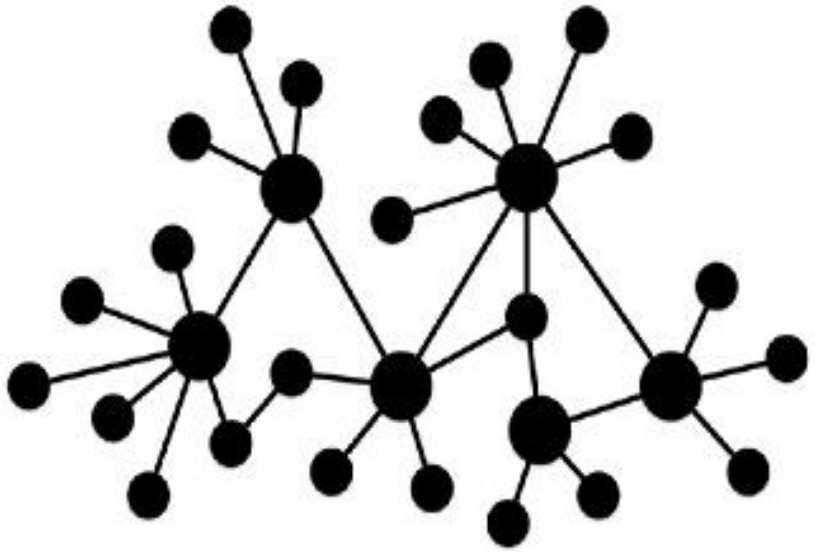
Online to Offline



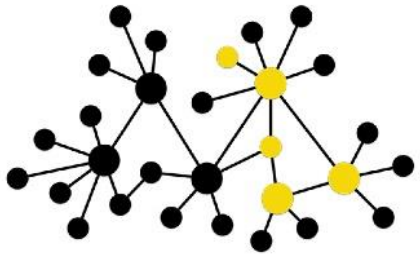
The World's Largest Employers

	People
US Department of Defense	3.2 million
People's Liberation Army, China	2.3 million
Walmart	2.1 million
McDonald's*	1.9 million
UK National Health Service	1.7 million
China National Petroleum Corporation	1.6 million
State Grid Corporation of China	1.5 million

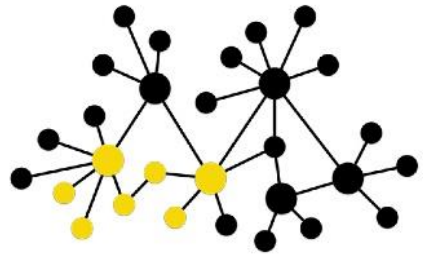




Starfish: Distributed network



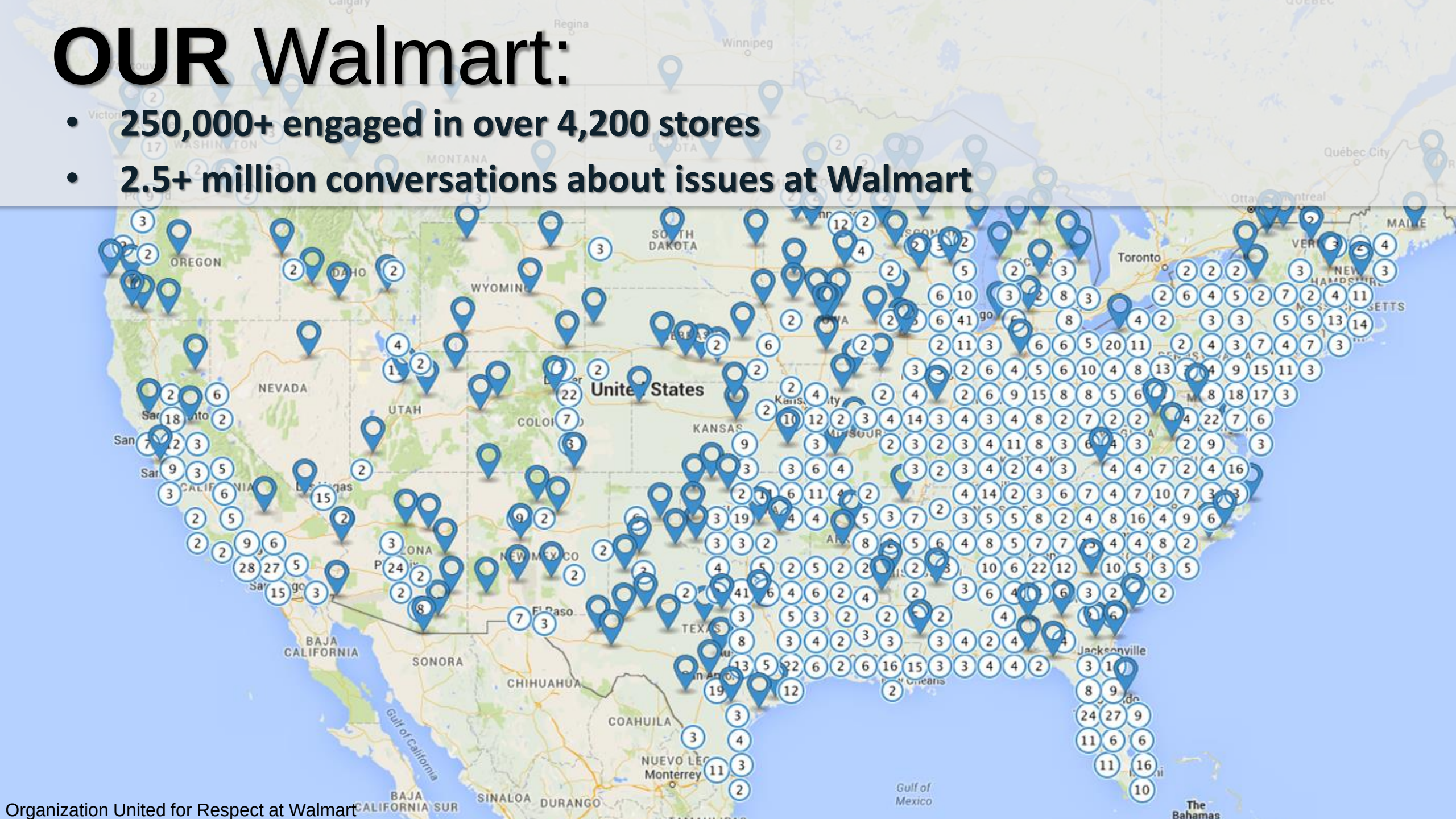
In one situation, these specific nodes of the network might have an insight.



But on a different day, and facing a different problem, these might.

OUR Walmart:

- **250,000+ engaged in over 4,200 stores**
- **2.5+ million conversations about issues at Walmart**



Organization United for Respect at Walmart

Bloomberg Businessweek
Companies & Industries

Workplace

Wal-Mart Swears Its New Pregnancy Policy Has Nothing to Do With Outside Pressure

SLATE News & Politics Culture Technology

Walmart Announces Incomplete Paid Leave Policy for Employees

"In the world there is a debate over inequity, and we sometimes get caught up in that..."

Doug McMillon, Walmart CEO 12/14

24/7 WALL ST

Wal-Mart $1 Minimum Wage Increase Costs It $2.7 Billion

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HOME U.S. NEWS MARKETS INVESTING TECH MAKE IT VIDEO SHOWS MORE

Walmart to raise its starting wage to $11, give some employees bonuses following tax bill passage

BuzzFeed NEWS / REPORTING TO YOU

BuzzFeed Videos Quizzes Tasty As/Is More

Facebook Played A Pivotal Role In The West Virginia Teacher Strike

Over 24,000 teachers and public employees in West Virginia joined a private Facebook group that became the headquarters, forum, and meme factory for the massive teachers' strike in West Virginia.

中国劳工通讯 China Labour Bulletin

China's Walmart workers: Creating an opportunity for genuine trade unionism

The WCWA has been responsible for establishing probably the most successful labour-related cluster of social media platforms in China's short history of social media. Zhang Jun argues that it has functioned as an authentic workers' voice. But he also points to the limits of social media:

Vox

EXPLAINERS POLITICS & POLICY WORLD CULTURE SCIENCE & HEALTH IDENTITIES MORE

Facebook is in crisis mode. The teacher strikes show it can still serve a civic purpose.

The labor movement offers a glimmer of hope for the future of the embattled social media network.

HUFFPOST

Will Facebook Replace Labor Unions?

By KATE GIBSON / MONEYWATCH / *May 9, 2018, 4:05 PM*

Toys "R" Us employees demand severance for 33,000

How Wall Street Bought Toys 'R' Us And Left 30,000 People Without Jobs

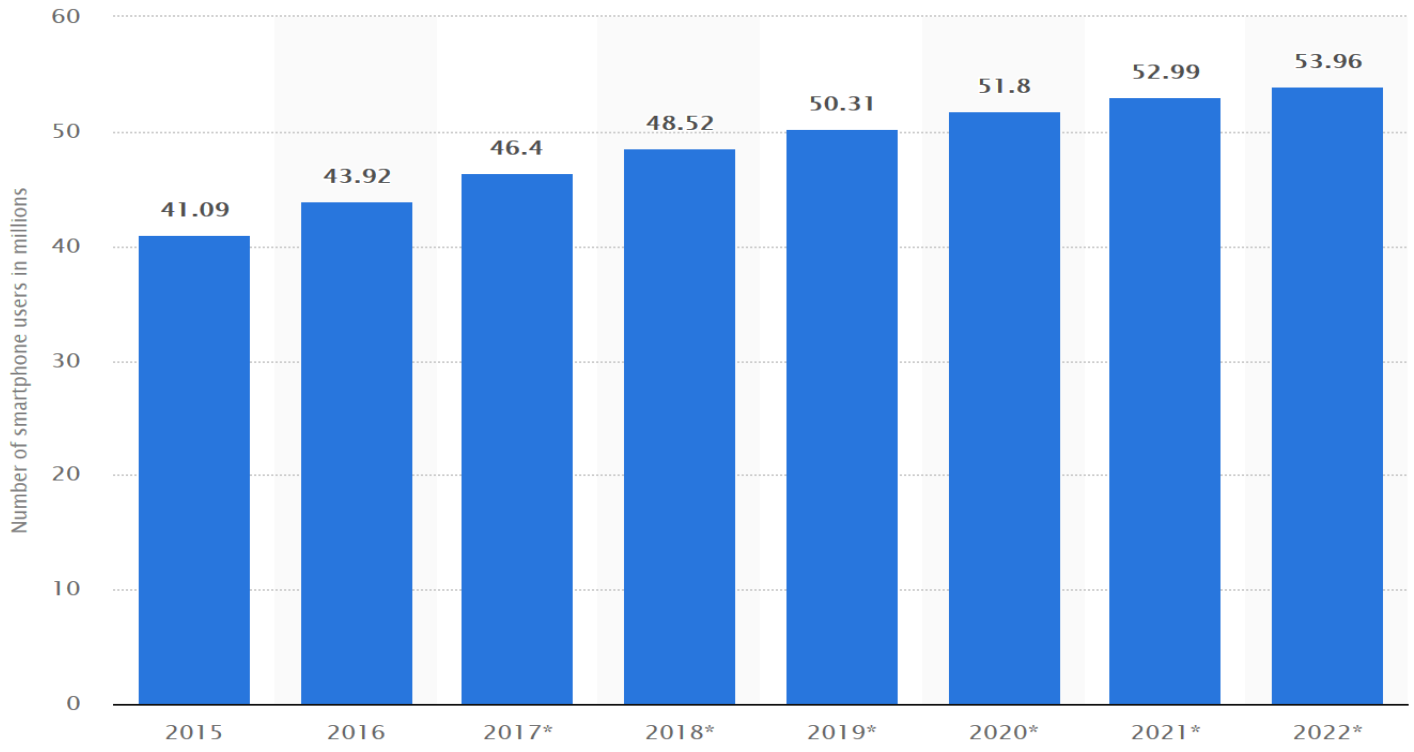
The toy company's bankruptcy left 30,000 people without jobs — or severance. As Wall Street deals to buy rusty retail companies collapse, minimum-wage workers stand to lose the most.

Posted on April 27, 2018, at 8:31 a.m.

Leticia Miranda
BuzzFeed News Reporter

Online to Offline Opportunity:

Forecast of smartphone user numbers in the United Kingdom (UK) from 2015 to 2022 (in million users)



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DESCRIPTION SOURCE MORE INFORMATION

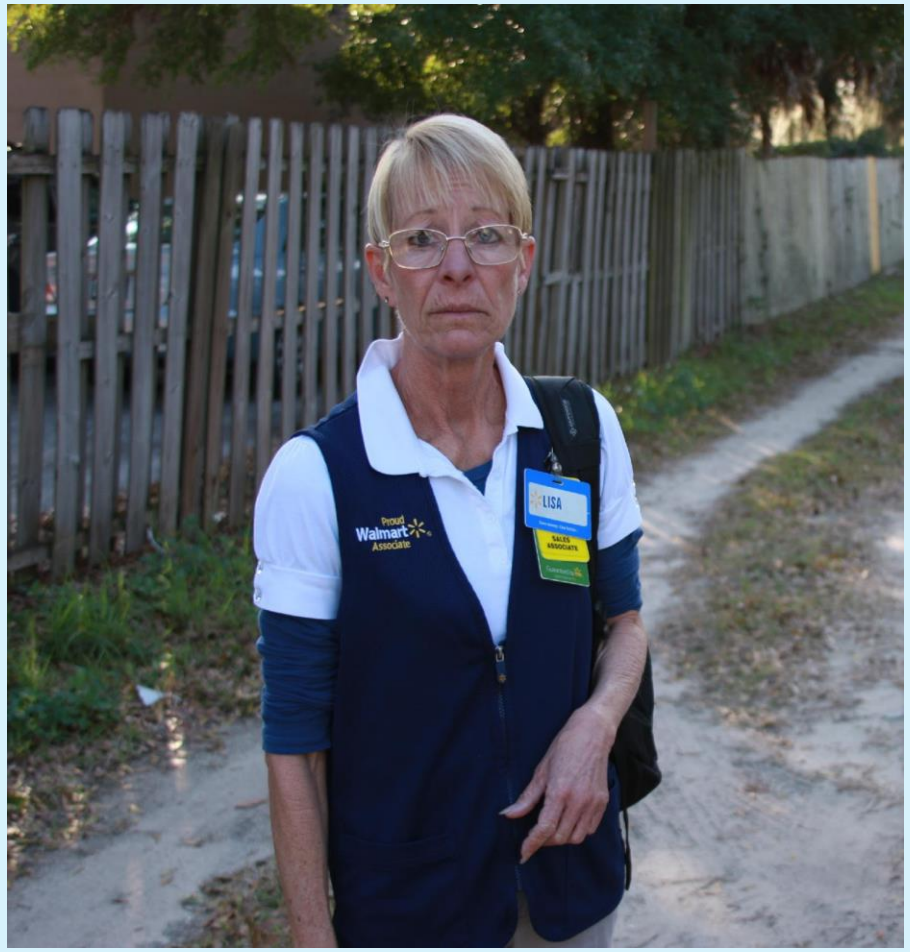
This statistic displays a forecast of the development in smartphone user numbers in the United Kingdom (UK) from 2015 to 2022. In 2022, the number of monthly active smartphone users is projected to grow steadily and reach 53.96 million individuals. This would be an increase of over 12 million new users from 41.09 million users in 2015.

As smartphone manufacturers continue to implement more innovative features, the use of these features is also starting to rise. By 2016, a total of 12 percent of users were using the voice assistant in the UK in 2016, and another 21 percent were using the fingerprint identity verification method to log into their devices.

Show more

Population of the United Kingdom is just over 65 million.

Traditional Support Disrupted:



- Workers are **increasingly isolated** and without institutional support for solving workplace problems.
- Growth of contingent, high turn over, part-time and **sharing economy** allows employers to circumvent workplace regulation.
- Thus workers are **looking online** for support…
- …But on-line support is largely disorganized, repetitive and missing trusted, informed support.

Online to Offline

OURWalmart
Organization United for Respect at Walmart

workit

O2O

Reach 500,000 each week

↓

50,000+ Walmart Associates see message

↓

75,000+ in private groups

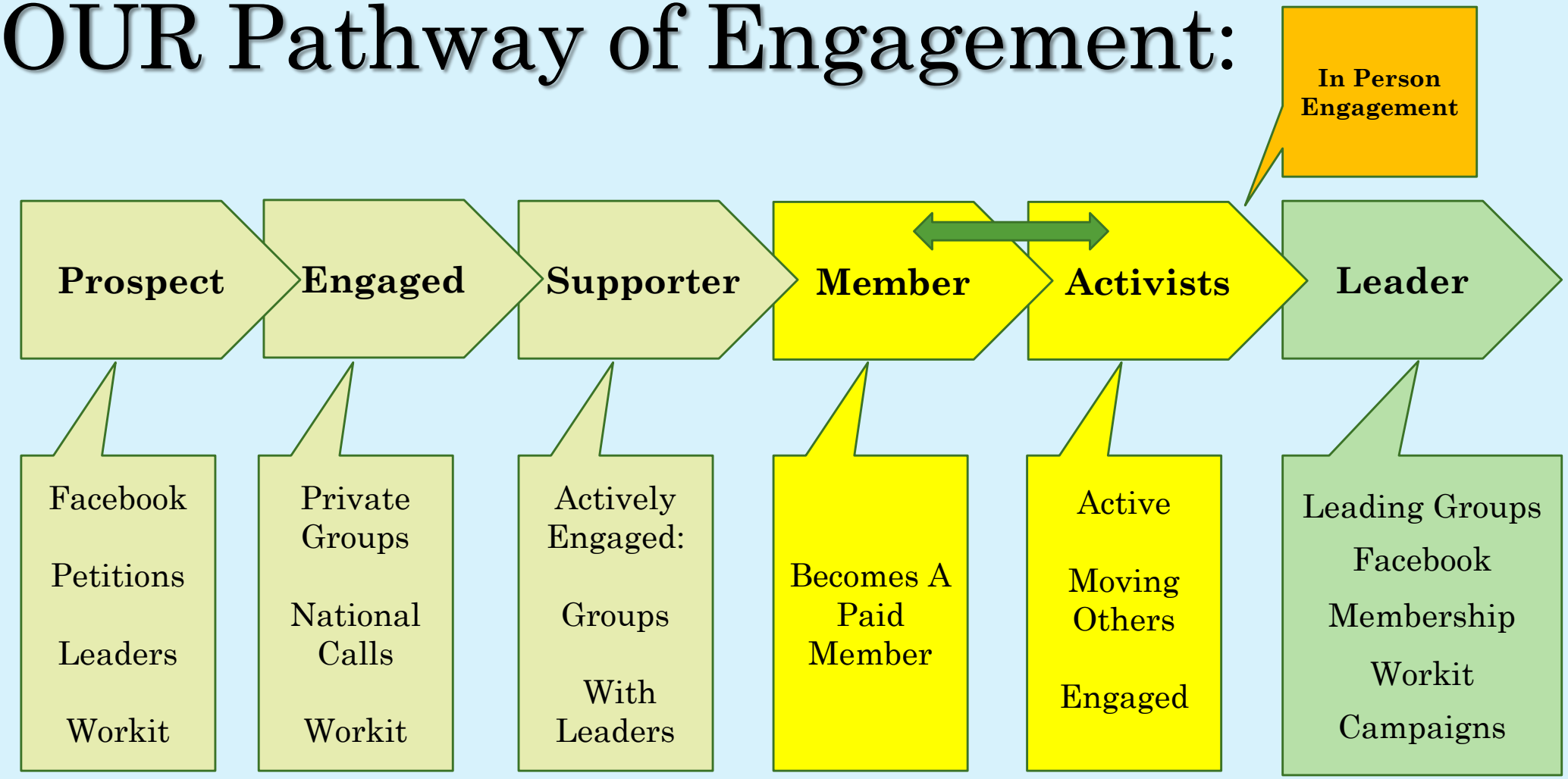
↓

13,000+ Workit Downloads

↓

Hundreds of leaders have completed organizing trainings.

OUR Pathway of Engagement:



Leadership On-Ramps:

- Running Facebook Groups
- Local & Regional Chapter Building
- Alliance Building

Leadership Recruitment & Development:

- Issues Groups
- Membership & Membership Drives
- Campaigns & Actions
- National Decision Making Body
- Workit Experts

RESILIENCE

CNN Money International + Markets Economy Companies

Walmart found to have fired striking workers unlawfully

Los Angeles Times

Is Wal-Mart closing stores for 'repairs,' or to punish activist workers?

REUTERS

Wal-Mart, under pressure, boosts minimum U.S. wage to $9 an hour

NBC NEWS SECTIONS NIGHTLY NEWS MSNBC MEET THE PRESS

Wal-Mart rides wave of 'Made in America' to polish its image

SC MEDIA

SC US SC UK NEWS CYBERCRIME NETWORK SECURITY PRODUCT REVIEWS IN DEPTH EVENTS WHITEPAPERS

THE CYBERSECURITY SOURCE

Walmart partnered with Lockheed Martin, FBI for employee surveillance

OURWalmart
Organization United for Respect at Walmart

Sustainability

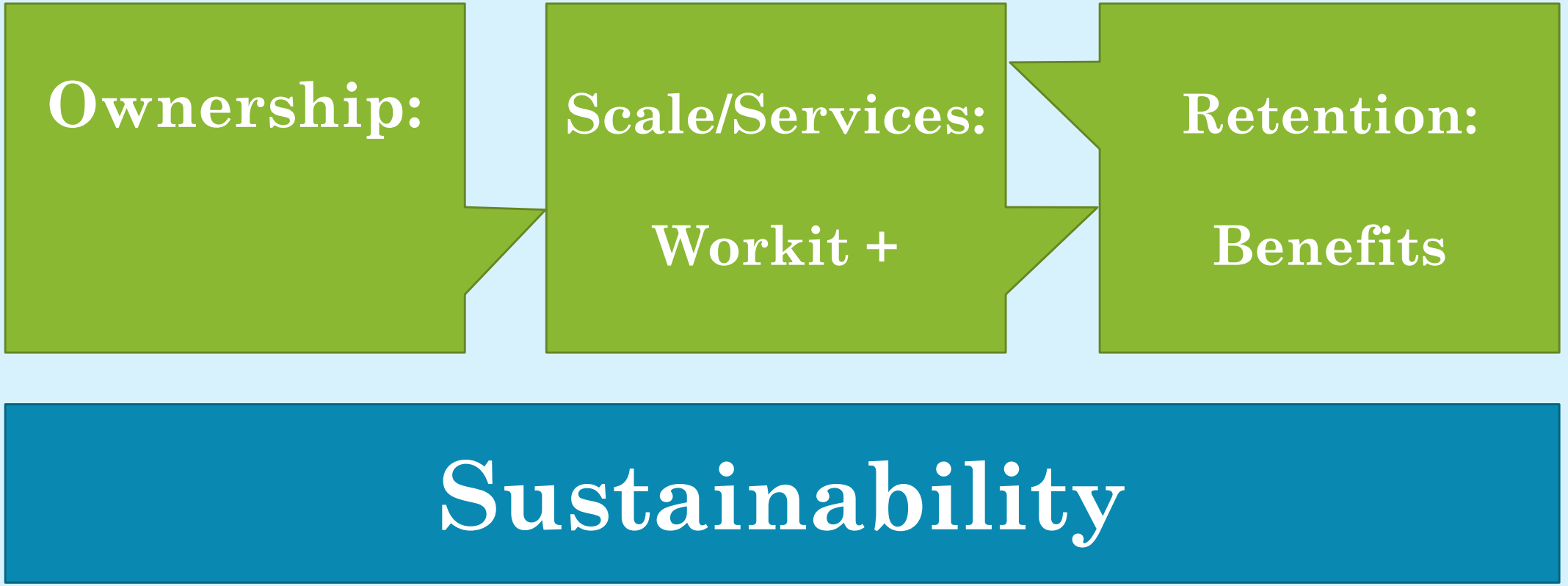
Leadership

Online to Offline

workit.

Scale / Services:

Key's To Building A Sustainability Program:



A Digital Platform for Workplace Support

WorkIt

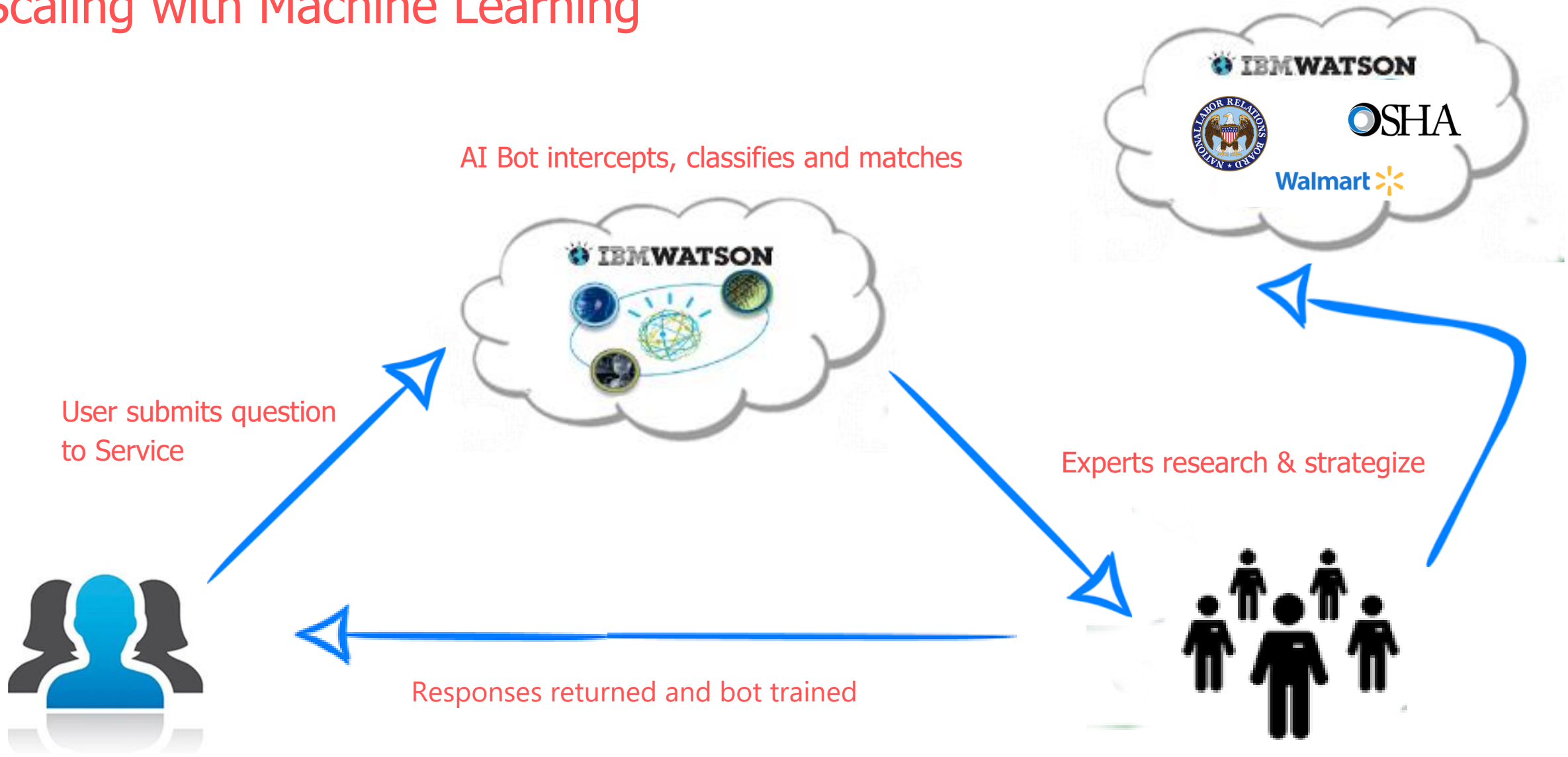
A peer-to-peer worker platform

An information service provides **real-time answers from trusted, trained advisors to people working in low wage jobs**

A **community of peers** weighs in with their Insights and shared experiences to strategize towards a solution

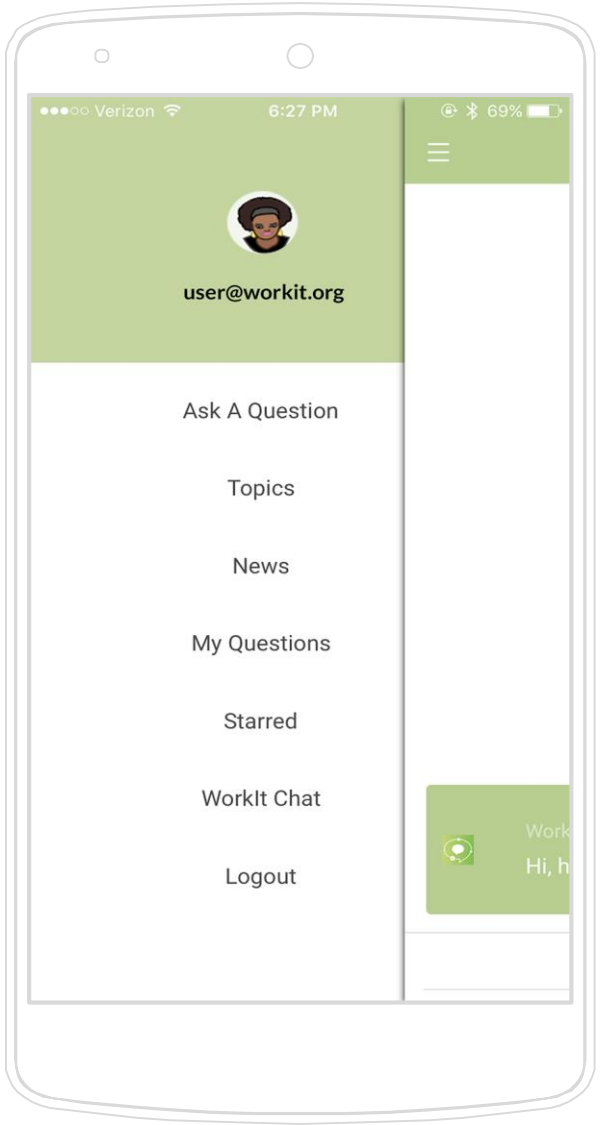
Data is aggregated and analyzed, providing **valuable insight** on experiences and behavior of users

Scaling with Machine Learning



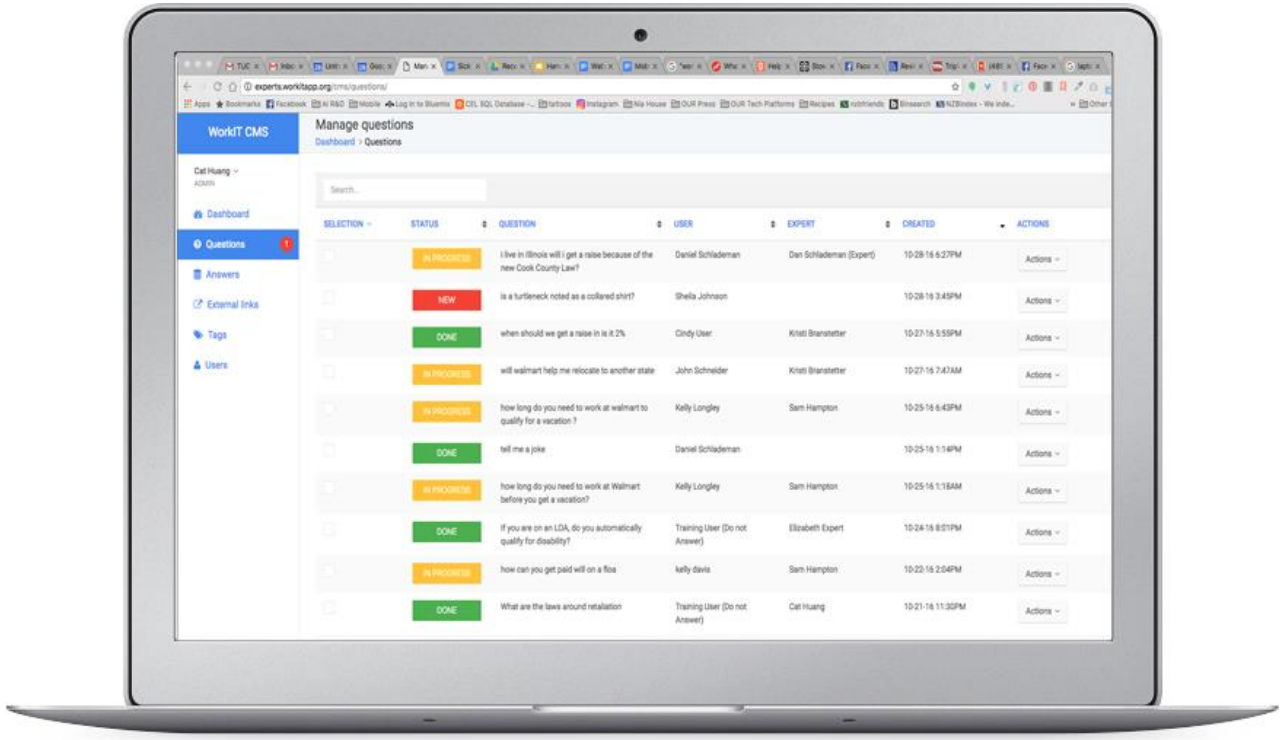
WorkIt 2.5 Mobile App

- Android / iOS
- Q+A via chat interface
  - User-specific answers
  - Filtered archives
- FAQs & News Bulletins
- Group discussions by issue area
- Anonymous access & privacy lock
- Push notifications
- Available in Spanish



WorkIt 2.5 Backend CMS

- Proprietary web based tool
- Answer codex with segmentation
- Messaging & Segmentation
- AI classifier training
- Resources & Taxonomy
- User import, export, permissions
- Chats
- Multi-lingual support



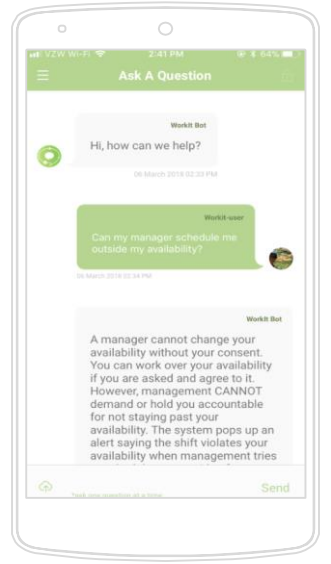
Workit 2.5: Additional Features

- Additional Languages
- Complete CRM Integration
- SMS
- Web Widget

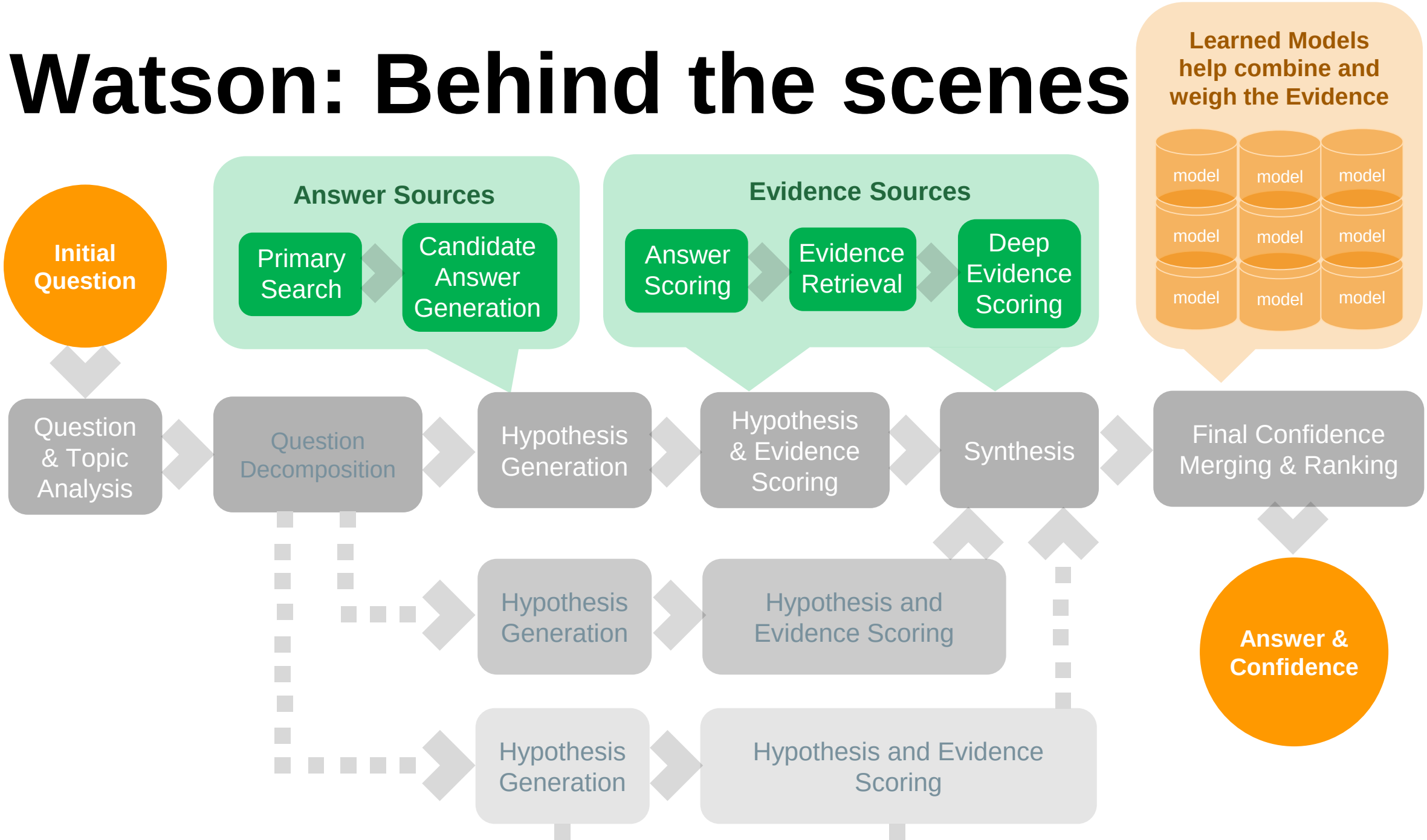
IBM Watson

New Workit 3.0 – Coming Mid-2018

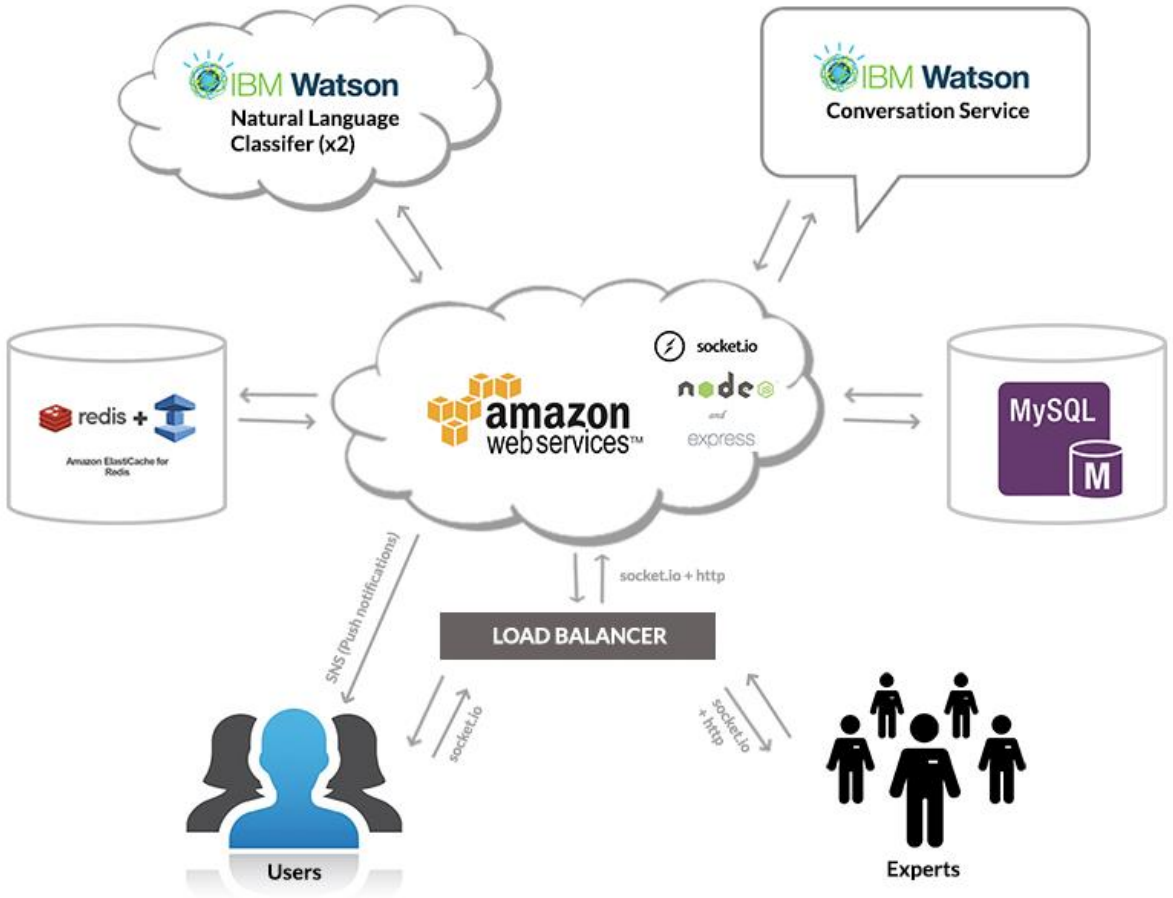
- Centralized Platform
  - Single backend, multiple projects / applications of WorkIt
- In-app member sign up
  - Freemium model, with customizable thresholds
  - Customized member registration process
- Multi-threaded conversations
  - Streamlined chat window to ask and track multiple questions
- Welcome screens
  - Customized design templates welcoming new users



Watson: Behind the scenes



WorkIt 2.5 Infrastructure



- Scalable infrastructure on AWS cloud services
- Redundant architecture on AWS and IBM Watson cloud services
- Encrypted user data stored in secure data centers
- SSL enabled for all connections to web services

WorkIt Partnerships

- Flagship
  - OUR Walmart
- White Label Partners
  - United Voice
  - UFCW 21
  - SDA
  - AFT Texas
  - Center for Community Change
  - NDWA
- Policy Partners
  - Harvard Cyber Law Clinic
  - MIT Sloan School
  - PL+US
  - A Better Balance

"THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY, NOT ON FIGHTING THE OLD, BUT ON BUILDING THE NEW."
— SOCRATES

workit.

ONLINE TO OFFLINE WAR ROOM TRAINING

- 2 DAY TRAINING
- ONLINE TO FIELD ORGANISING
- HOW TO BUILD AN ONLINE INFRASTRUCTURE
- DIGITAL TOOLS AND ANALYTICS - WHAT'S AVAILABLE AND HOW CAN YOU BEST USE IT
- PUT IT INTO PRACTICE! IMMERSION IN THE OUR WALMART CAMPAIGN

CONTACT: MADELEINE@REVEILLE.ORG.AU

For more information please contact:

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(312) 502-5280

Dan@united4respect.org