

In The News

Akerman Partner Genaira Tyce Discusses Surging U.S. Labor Movement in *Fortune*

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Labor and employment partner Genaira Tyce was quoted in a *Fortune* article titled, “U.S. business casts a wary eye at the surging labor movement led by young and optimistic activists,” which examines a series of high-profile union organizing efforts that have emerged across the country in recent years, including a string of union elections at a growing number of Starbucks locations. In the article, Tyce discusses best practices for employers developing and executing a messaging campaign around unionization. She also reasons that younger employees are driving this labor movement, as they enter the workforce with different expectations of what the working environment should look like and the comfort it should provide.

Fortune quoted Tyce, “The decision on how to craft that messaging is very personal. Clients assess what their own core institutional organization values are, and they craft a message to employees based on those things.”

Fortune further wrote, “A messaging campaign that focuses too heavily on a union’s negative impacts or engages in mudslinging tactics can ‘give the impression to employees that an employer either doesn’t know the desires of its employees, doesn’t care about the desire of its employees, or isn’t really listening to its employees,’ Tyce says.”

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