



FUELING MOTIVATION IN
LITERACY AND
EMPLOYMENT CLIENTS

CURRENT STATE



- Many adults withdraw from a program within the first three weeks (CESBA), consuming valuable organizational time and resources.
- Chronically unemployed adults facing multiple barriers such as low literacy, poor educational outcomes, poverty, and other social problems are the most challenging for employment service practitioners.
- Often the reason cited for a lack of success is the person was *simply not motivated*.

4 MYTHS OF MOTIVATION

- Motivation is unaffected by the way we operate.
- Motivation is dichotomous.
- Motivating adults can be spontaneous.
- Motivating adults is optional

MYTH #1

**Motivation is
unaffected by the
way we operate.**

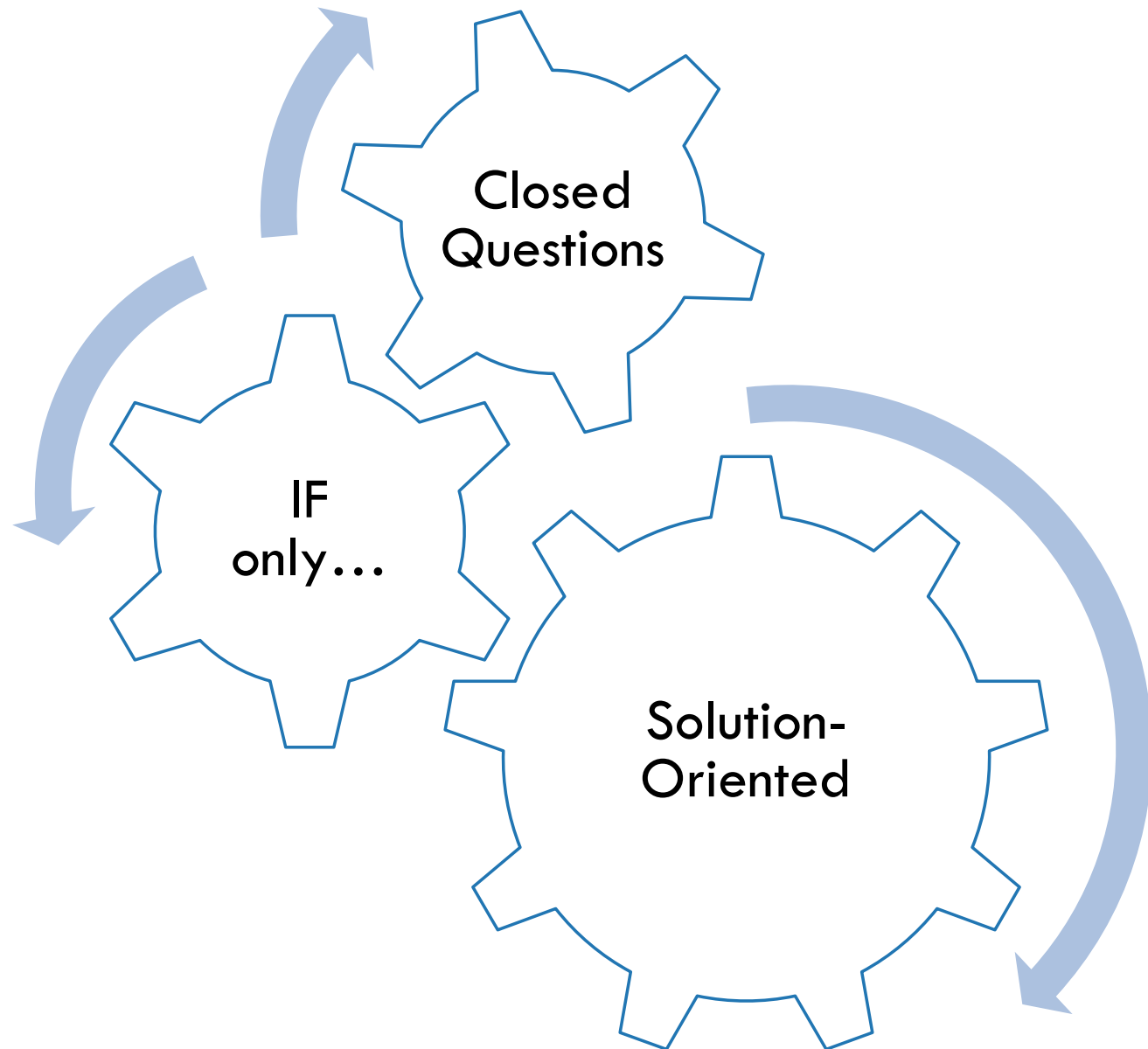
RIGHTING REFLEX

A strong desire to help others in pain and hardship; to fix problems in the client's life.

Despite our best efforts to coach the client on the quickest, incremental path to training or employment, the person doesn't budge.



SUGGESTIVE 'COACHING' RESULTS IN...



**TOO OFTEN OUR BEHAVIOR
TECHNIQUES DEPEND ON THE
COMPLIANCE OF THOSE WILLING
TO IMPLEMENT OUR
SUGGESTIONS**





Persuasion attempts to influence a person's attitudes and behaviors. It often triggers the defensive function in which a person defends their ego from being threatened.

This causes Resistance



**WHAT IF WE REFRAME LEARNING
AND EMPLOYMENT AS CHANGE?**



Sustain

Change

Ambivalence

“People often get stuck, not because they fail to appreciate the down side of their situation, but because they feel at least two ways about it.”

Miller and Rollnick, 2002

REFRAMING ALTERS THE WAY PRACTITIONERS APPROACH BARRIERS

Persons with Persistent Multiple Barriers (PPMB)

- I. Situational Barriers
- II. Institutional Barriers
- III. Dispositional Barriers

The image shows two footprints in sand on a light brown background. The top footprint is a simple, elongated shape with a dark shadow. The bottom footprint is more complex, showing distinct toes and a heel, also with a dark shadow. The text is centered between the two footprints.

**Change is a process,
not an event.**

Myth #2

Motivation is dichotomous



**EVERYONE HAS A FLAME, HOW BIG OR SMALL
IT IS DEPENDS ON INTERNAL AND EXTERNAL
FACTORS.**



The Stages of Change



MI is More Than A Conversation...

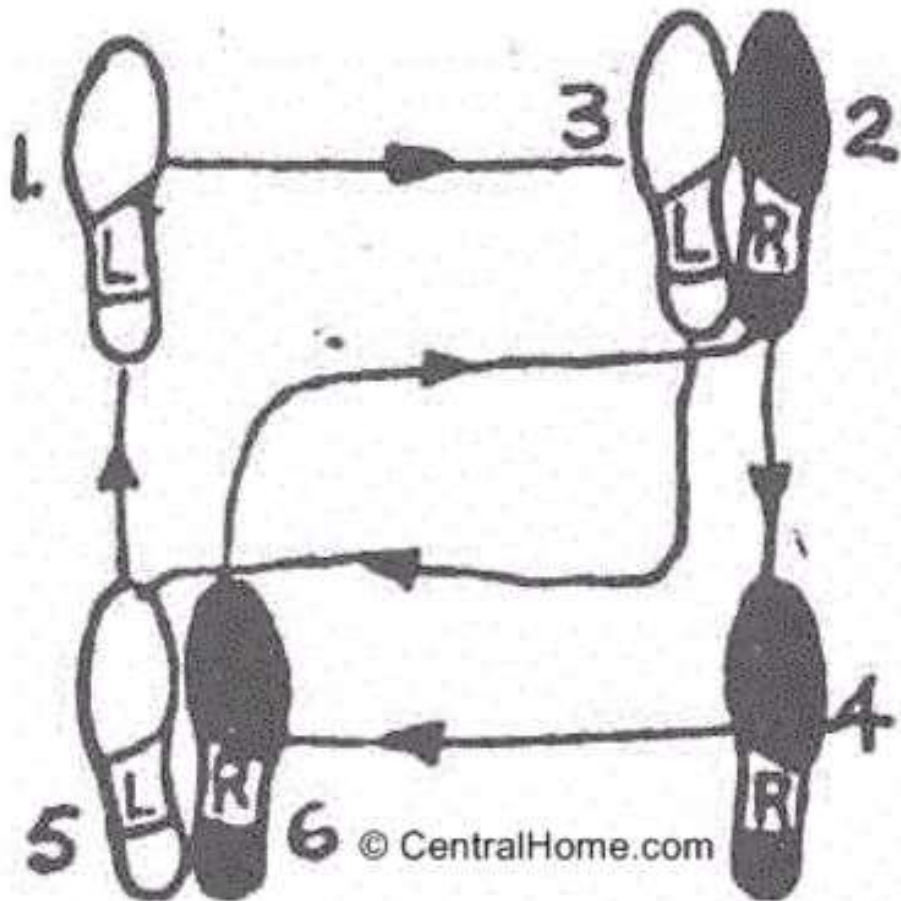
MI has a relational component:

Coaches develop a **person-centred approach**: a relational, empathetic relationship that allows the client to share their viewpoints and be part of the decision-making process.

Compassion



Partnership



ACCEPTANCE



Affirmation

**Absolute
Worth**

Autonomy

**Accurate
Empathy**

“Tell me more about that.”

EVOCATION

MI is More Than A Conversation...

MI has a technical component:

Coaches use technical skills to focus their attention to client language about change:
recognize, respond, and elicit

CHANGE TALK

RECOGNIZE CHANGE TALK

DESIRE

“want, like to, wish, prefer”

ABILITY

“Can, could, am able”

REASONS

The ‘Why’

NEED

Have to, must, need to, got to

RESPOND TO CHANGE TALK

Open-ended Question

Tell me more...

AFFIRM

Affirm values, behaviour

REFLECT

Reflect desire, reason, need

SUMMARIZE

Reiterate change points

SAMPLES

What are three or four of the most important things in your life?

What are some of the things you wish to move toward in your life?

When you think big thoughts about your life, what are some of the things you would like to have in it?

If you were able to leave the past behind and accomplish some things you would like to do, what might those things be?

If we were to be successful in our work together, what would that look like?


Tell me about some things that are going well in your life.



MYTH #3



**Fueling motivation
can be spontaneous**

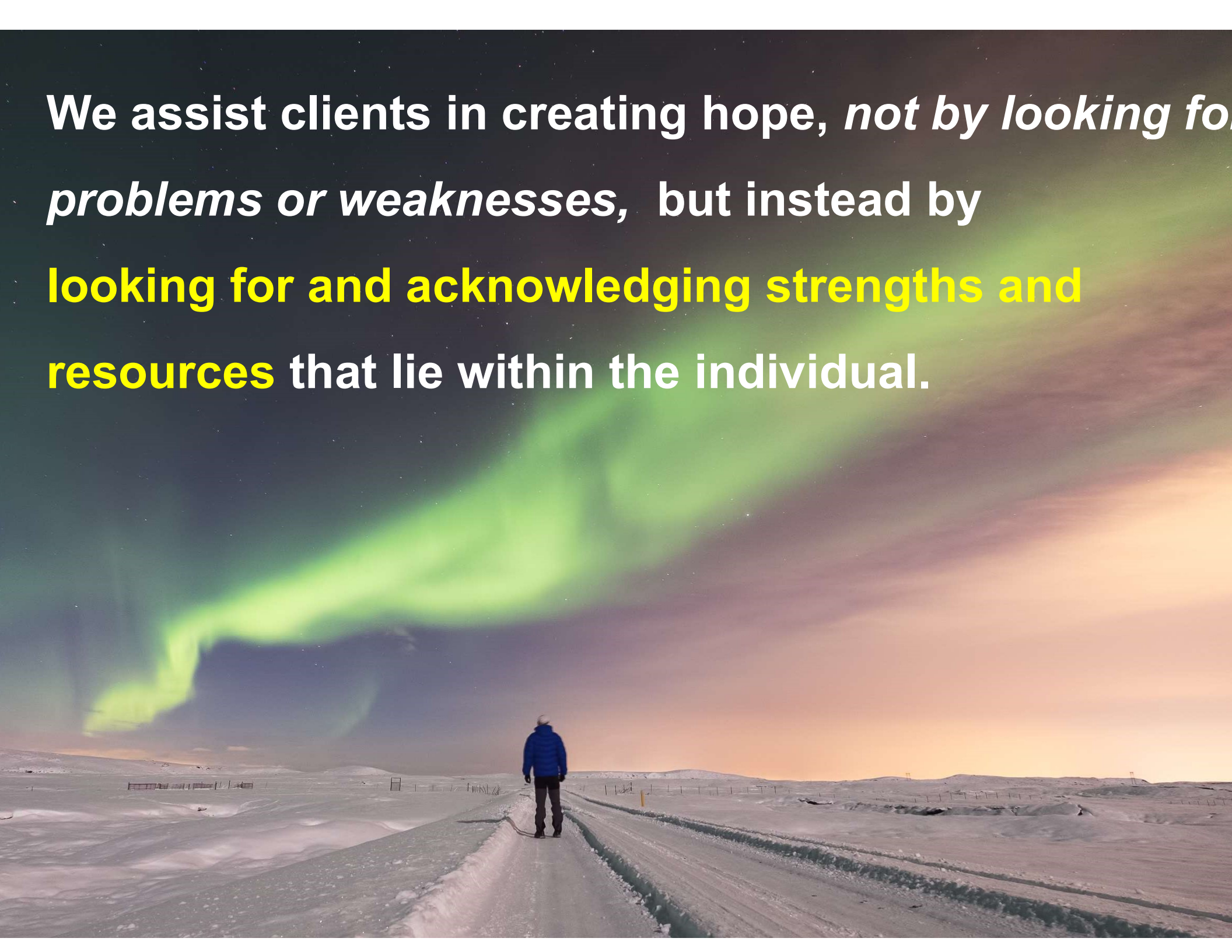


If people are to be successful in making changes, they first have to see that change is possible.

**Hope trumps fear.
Fear trumps hope.**

Hope is essential to any change efforts.

We assist clients in creating hope, *not by looking for problems or weaknesses*, but instead by **looking for and acknowledging strengths and resources** that lie within the individual.



MYTH #4

**Motivating
clients is optional**

AFFIRMATIONS

For people to make changes in their behavior, the need to see that it is possible.

We nurture the possibilities.

We look for strengths and resources within the individual.





THANK YOU



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