

Increasing Motivation, Engagement and Participation Using Motivational Interviewing Techniques

sponsored by AFOP Training Institute

2020-2021 Credential Series

Description:

Keeping participants engaged over the long haul is crucial to any program's success. Engagement increases success for the farmworker and reduces the numbers who drop away and become inactive in program services. This course will cover the major factors influencing engagement, motivation, and participation with a primary emphasis on using Motivational Interviewing (MI).

Motivational Interviewing is an emerging practice in the workforce development field that career coaches are using to help job seekers who experience challenges to employment. What career coaches interpret as lack of motivation or unwillingness to change is more often low self-confidence, self-doubt, feeling overwhelmed or simply not knowing how to change. For many people who have experienced unemployment, the first step to getting and keeping a job may be overcoming reservations about taking the necessary steps to pursue new employment..

The career coaching sessions and ongoing case management appointments are critical to forming strong coaching relationships with customers. We all want to "help" people but sometimes wanting to help a participant leads to trying to "fix" the client. Although it is impossible for a practitioner to "fix" others, it is possible to elicit change. This course will teach career coaches how to help their participants overcome ambivalence and anxiety about making change

Using the tools and strategies of Motivational Interviewing helps the customer and practitioner to plan for and begin the process of change. This year-long session is designed to help career coaches to understand the philosophy of motivational interviewing, acquire the skills and understand how to apply the spirit and techniques with participants. Students in the course will learn five critical motivational interviewing skills and get a chance to practice those skills.

Concepts covered in the course:

1. Overall Philosophy of Motivational Interviewing (MI)
2. Change: how people change, why they change, stages of change, what strategy to use as people are in various stages of change, how to elicit change talk
3. Techniques for motivational goal setting
4. How to avoid traps and roadblocks forming an engaging relationship with the participant
5. Five motivational interviewing techniques that build motivation and participation
6. How to use MI in assessment, career decision-making, on-going case management, job search and job retention

Format of the course:

- a. Two sessions at the AFOP National Conference
Session 1: Introduction to the Motivational Interviewing course
Session 2: Pretest and Review
- b. Ten Live Webinars: Oct 2020 – August 2021
 - a. All career coaches will get an invitation to the live session and will get a link to the recorded session.
 - b. All participants will get a module for each live session including all PowerPoints, a reading list and learning activities.
- c. Two sessions at the AFOP National Conference in September 2021
Session 1: Review session
Session 2: Final Exam
- d. An AFOP Training Institute Certification for those who pass the course.

Meet the Instructor: Jodie Sue Kelly

In over four decades of work in this field, Jodie Sue Kelly has won wide recognition for her innovative, practical, and entertaining workshops and webinars. As an employment and training program provider, she doubled enrollments in an award-winning program she directed for dropout youth. She co-founded Cygnet Associates in 1984 to help agencies devise more effective strategies for recruitment, placement, advertising, retention, and motivation. In 2004, she was awarded the NAWDP Professional Development Award for Advancement in the Profession. In 2013, she was recognized with the Commitment in Action Award by the Oregon Employment and Training Association. She is a frequent speaker at NAWDP, Southeast Employment Training Association, and other regional and national conferences. She has a master's degree from George Mason University and a bachelor's degree from California University of Pennsylvania.

Cost: \$250 per attendee

