

H-1B RTW LTU SUBJECT MATTER EXPERT SERIES WEBINAR

How to Motivate the LTU: Behaviors, Attitudes and Active Engagement Strategies to Improve Participant Job Placement December 15, 2015





Moderator: Tressa Dorsey, Technical Assistance Coach, High Impact Partners

Topic: This webinar focused on strategies to building motivation, engagement and participation in order to support the long-term unemployed (LTU) from the very first moment of interaction with the applicant. It provided strategies on how to engage participants the right way, ask motivational interview questions, avoid de-motivation and re-engage clients who have lost their steam. The presentation also address how to assess and coach clients to be "job ready" and how to get employers involved.

Presented by: Jodie Sue Kelly, President of Cygnet Associates

WEBINAR LINK: <https://www.workforce3one.org/view/5001533445397740307/info>

Two Approaches to Engaging Clients

The Usual Way: Routine	A Better Way: Motivation
 <p>The typical orientation: fill out paperwork, staff introductions, mission and history of the organization, eligibility requirements, training calendar, rules, staff roles, steps in the process, complete assessments, and answer questions.</p> <p>A tone that saps any love for the organization.</p>  <p>Robbing people of their motivation and self-esteem by labeling them and using words that cause harm.</p>	 <p>A fun, informative, motivational, engaging orientation includes introductions and getting acquainted, a goal-setting activity, easy steps to join the team, and an invitation to join.</p> <p>A warm, friendly, helpful tone.</p>  <p>Motivation is tied to outcomes and benefits. Powerful conversational hooks include needs and the benefits to your clients as a result of working with you.</p>

Building Motivation, Engagement, and Participation



Set life goals: all motivations begin with a goal

Inclusion of the dream is critical during ongoing case management to continue motivation and change



Motivational Phrasing: Use Language that Builds Excitement!

Short term Messages: Get A Job. Get Training. Get Training AND a Job!

Longer Term Messages: Self-Sufficiency. Build a Career Pathway. Career Advancement. Income Improvement and Financial Stability.


Reviving Slipping Motivation

The quicker you take action, the greater the success in keeping clients engaged

Remind clients of their goals. Life goals are much more powerful!

Recognize achievements



Follow-Up Roundtable Discussion	Contact Information
<p>LTU Subject Matter Deep Dive! Hosted by Jodie Sue Kelly Dec 18, 2015 at 1:00 p.m. Eastern.</p> <ul style="list-style-type: none">• Bring your questions and comments in a lively follow-up discussion on the information presented during the webinar.• Hear from fellow RTW grantee It's My Community	<p>Jodie Sue Kelly Cygnet84@aol.com</p>  <p>Your Federal Project Officer, DOL National Office, and Technical Assistance Providers: RTW@dol.gov</p>