

Motivating Your Clients For Success



HELLO

my name is

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**Southwestern Community
Services**

- *Homeless Outreach
- *Coordinated Entry Manager
- *Recovery Coach

So what is motivation anyway?





Here's one idea.....

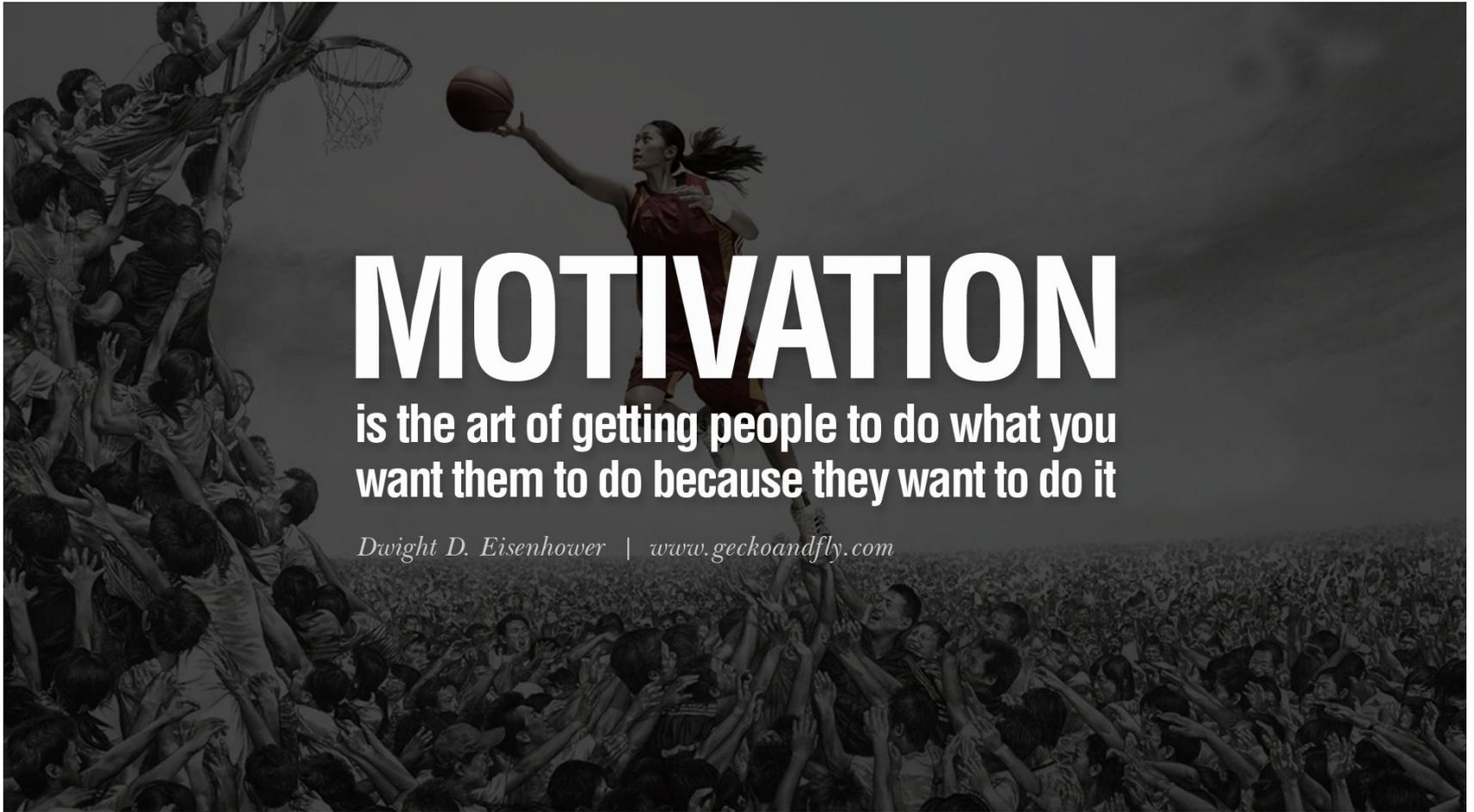
Definition of Motivation

- “Motivation is the act of stimulating some one or oneself to get a desired course of action or to push the right bottom to get a desired reaction.”

Michal, J. Jucius

- Motivation is a process of inducing, inspiring and energizing people to work willingly with zeal, initiative, confidence, satisfaction and an integrated manner to achieve desired goals. It is a moral boosting activity.

And here is another!



MOTIVATION

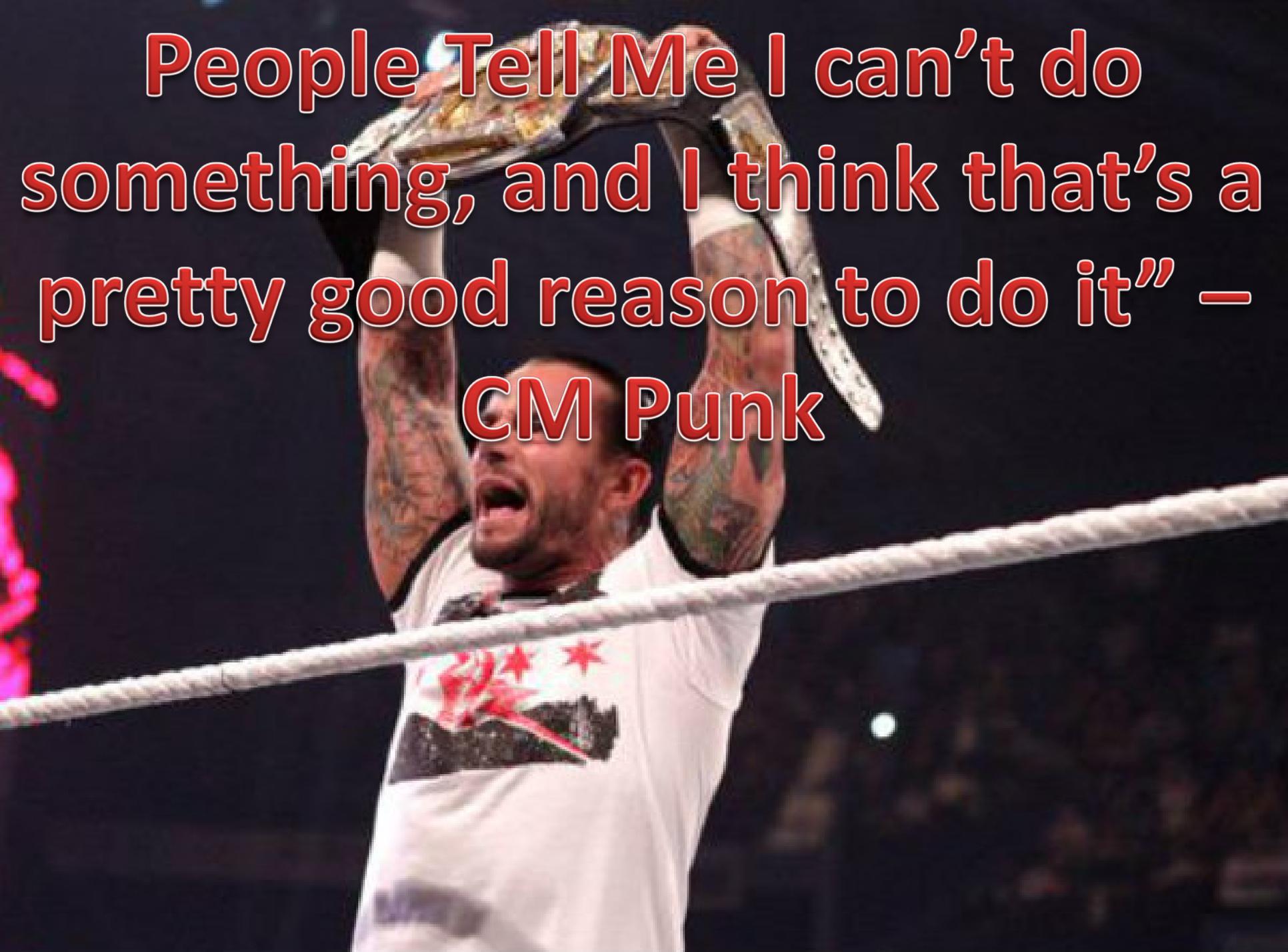
is the art of getting people to do what you want them to do because they want to do it

Dwight D. Eisenhower | www.geckoandfly.com

So What are Motivational Triggers??



People Tell Me I can't do something, and I think that's a pretty good reason to do it" –
CM Punk

A photograph of CM Punk in a wrestling ring, celebrating with a championship belt. He is wearing a white t-shirt with a red and black graphic. The background is dark with some blurred lights.



Some people want to be told what to do...all the time.



Afraid of Failure



People like to be challenged



VS



People like to be encouraged or celebrated.



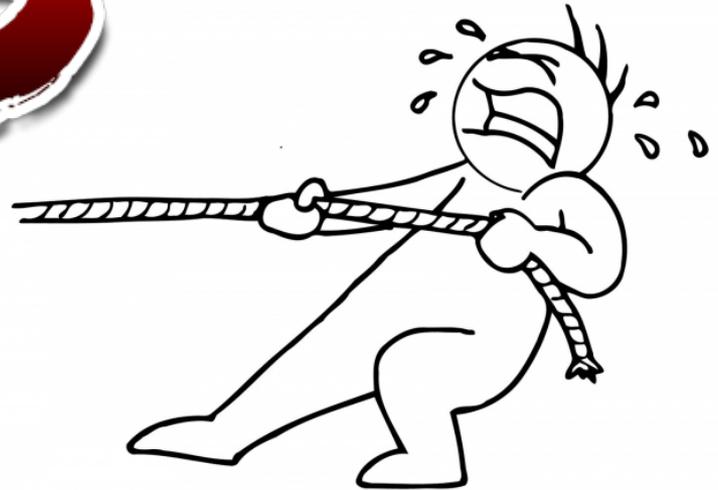
IOrkutSms.com



Types of Motivation

(((PUSH
COACHING

VS





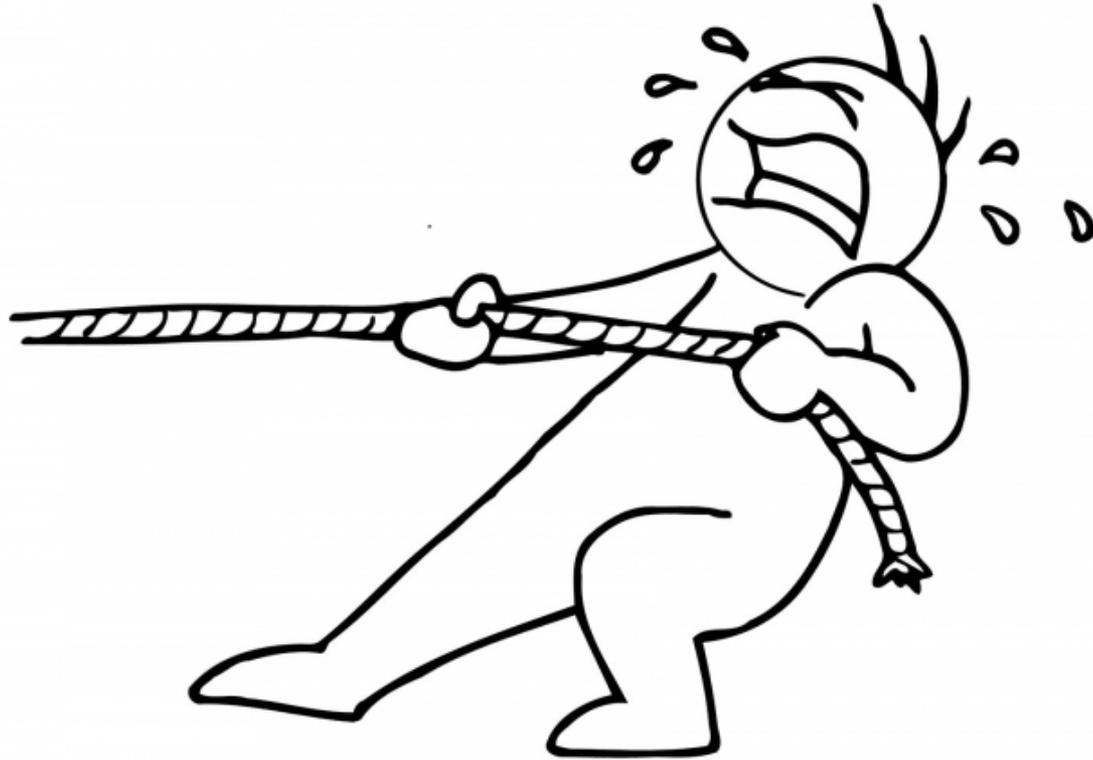
- I. Goals are laid out by an outside force
- II. Deadlines and expectations of the client
- III. Goal is the “reward” In the end
- IV. Works to get started
- V. We have the “what”, but lack a passionate “why”

Some examples would be:

- i. Losing weight
- ii. Finding a new job
- iii. Paperwork
- iv. Quitting smoking
- v. Making appointments
- vi. Grocery shopping
- vii. Practicing literally anything



On to Pull Motivation



Pull Motivation



- I. Has goals that are exciting and by default motivating**
- II. Has a strong “why”**
- III. Clients are actively engaged with you about them**
- IV. You wake up excited for the next step**
- V. Driven by Purpose**
- VI. Has long staying power with the client**



Examples of Pull Motivation would be:

- Going to the gym because you are seeing results
- Heading to work because you are passionate about your work
- Achieving a goal drives more passion to set new ones, never settling

Using Push and Pull Motivation goes hand in hand

- Like riding a sled down a hill
- You need the initial push to start your movement
- Once you have developed your path, it gets more exciting and you want to keep going back for more

What can you do to be more successful in engaging your clients?



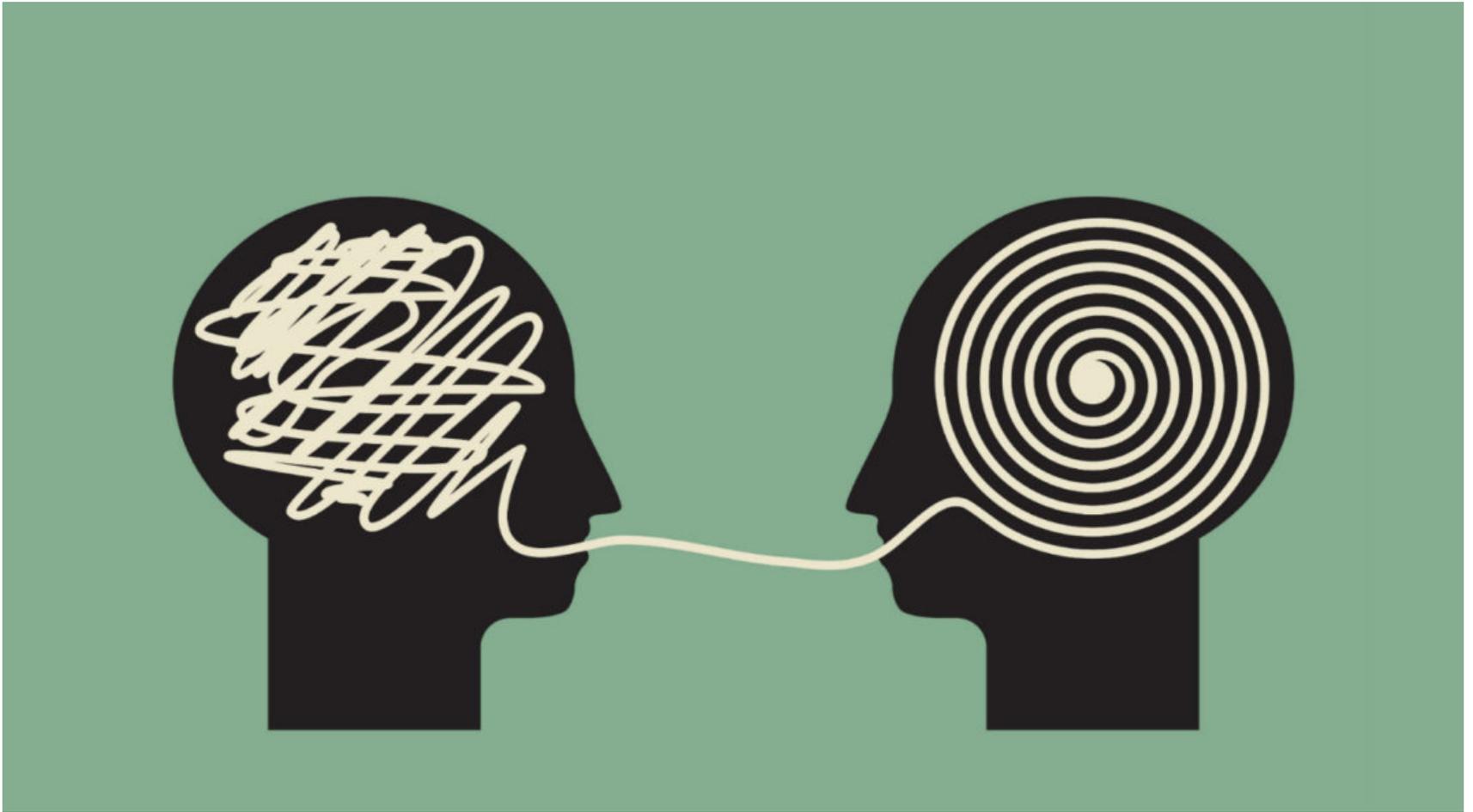
I. Meet the client where they are at!!



Everyone is a 1 of 1

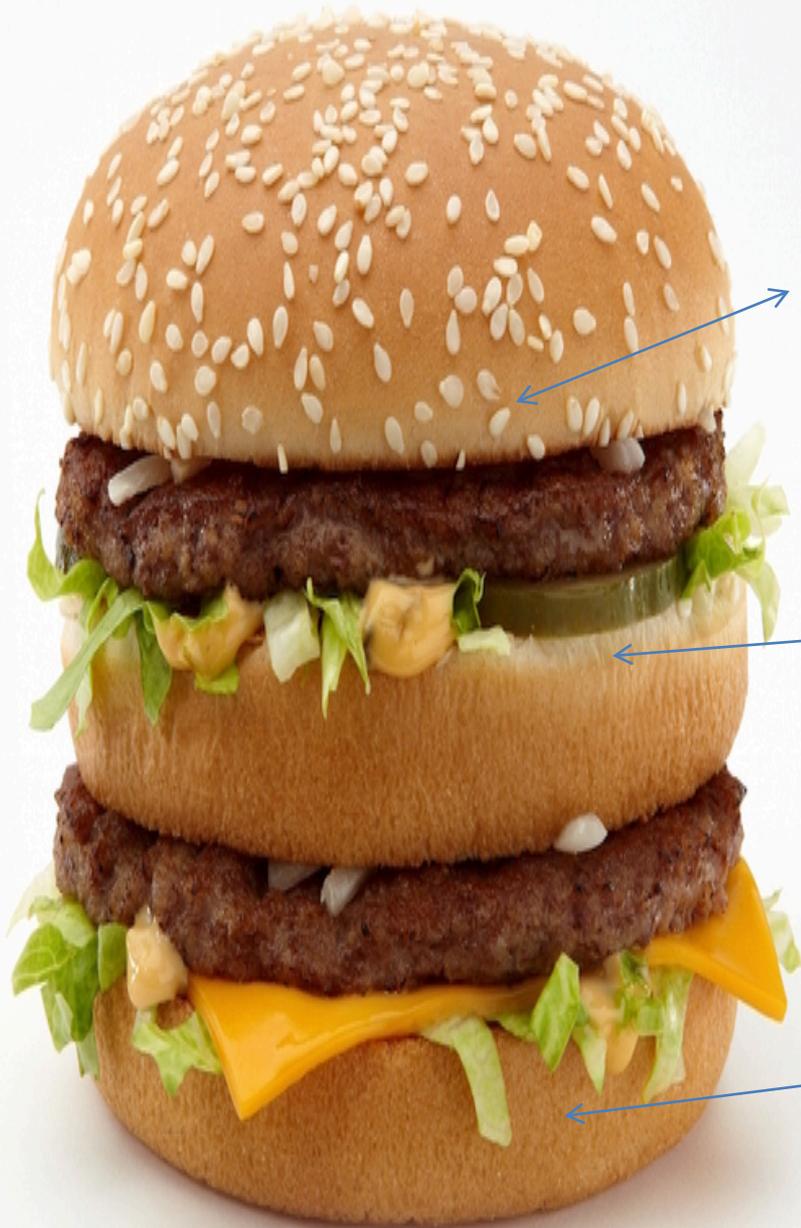


Language!!



Conversation Sandwich





Talk about some recent successes

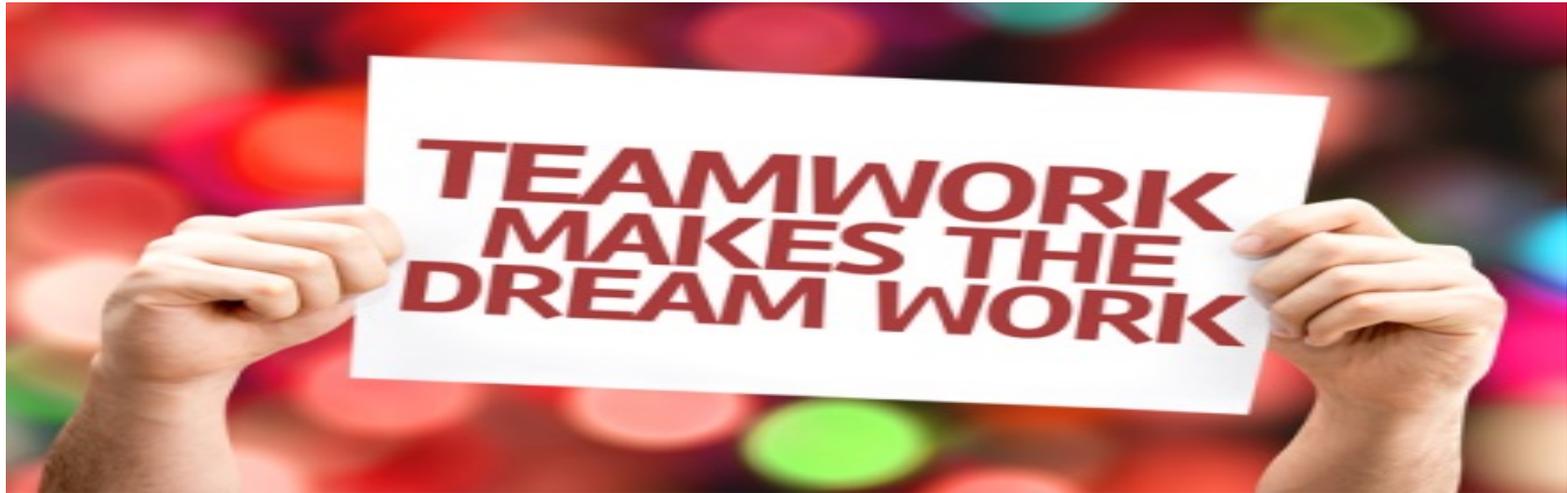
What needs work? Corrective actions. Share observations. Express concerns.

End with positives. "You are on the right track!"
You are almost there!
Great Job with (insert thing you are proud of)"

Great phrases to use!!

- Thank you for coming to meet with me
- So if I'm hearing you correctly, you are saying _____?
- How is that working out for you?
- Every No is a step closer to a yes

Using “We, Let’s” and “us” is way better than using “You”.



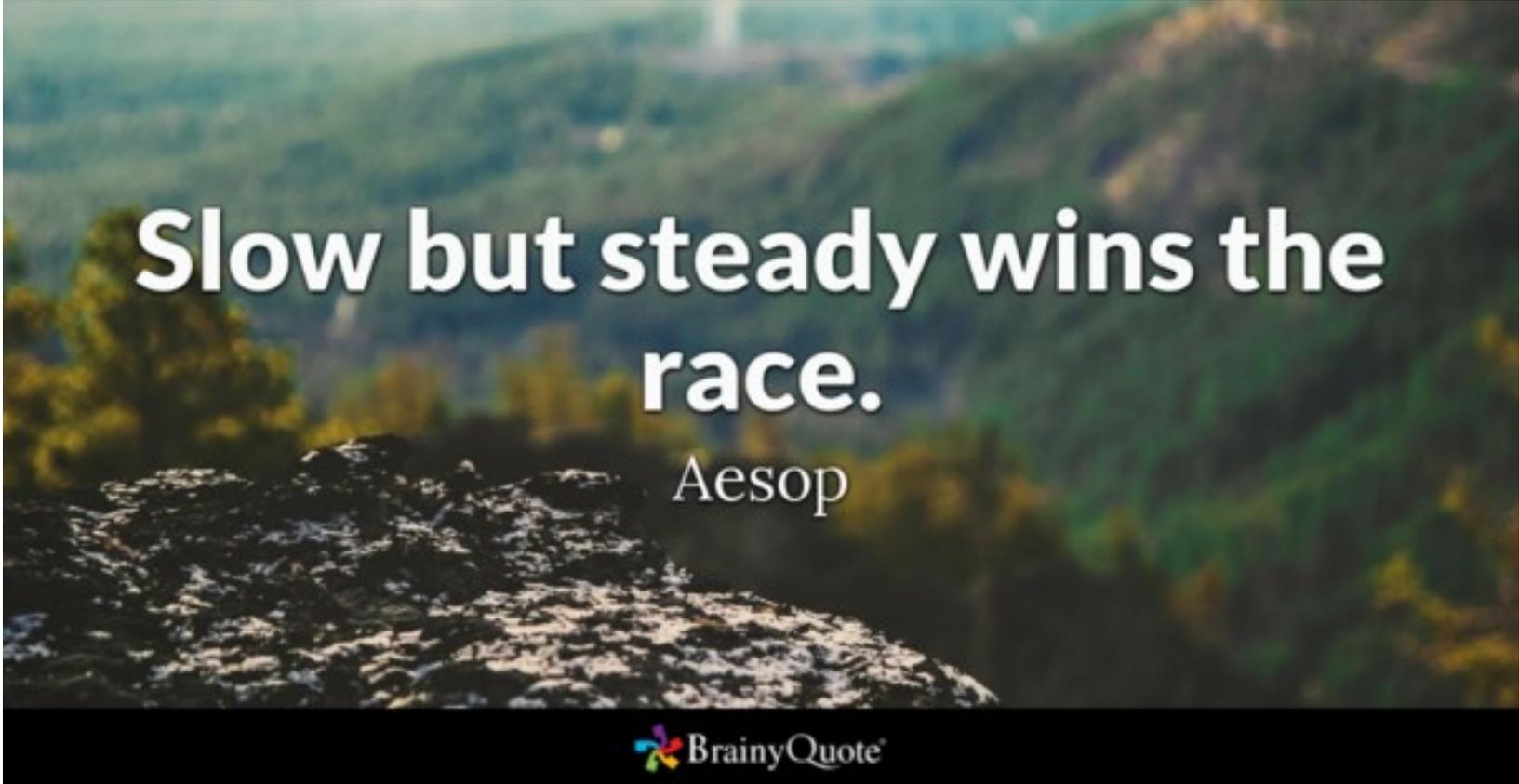
This creates a sense of teamwork and support right away!

Goal setting with clients (and how not to overwhelm them!)





Understanding **Large** vs. Small goals



**Slow but steady wins the
race.**

Aesop

Large Goals

- Lose 100 pounds
- Become a manager
- College degree
- Get married
- Buy a house
- Move to England, marry into the royal family, have people wait on you and live life like a prince/princess



Short term goals

- Apply for some trainings
- Collect information on schools
- Talk to your boss about career opportunities
- Find out your credit score, speak to a financial expert
- These goals are essentially steps to achieve the larger ones.
- How much does it cost to fly to England anyway?

Example!

Seeking Employment



Southwestern Community Services

Client A says “I want a job and I want one now”



- Goal is essential to growth as a person
- Helps pay the bills
- Creates self worth and self confidence
- Income is essential to buy things



Ask them:

- Do they have a resume?



Have they filled out any applications anywhere?

Most importantly... What will you wear?



Overcoming Objections



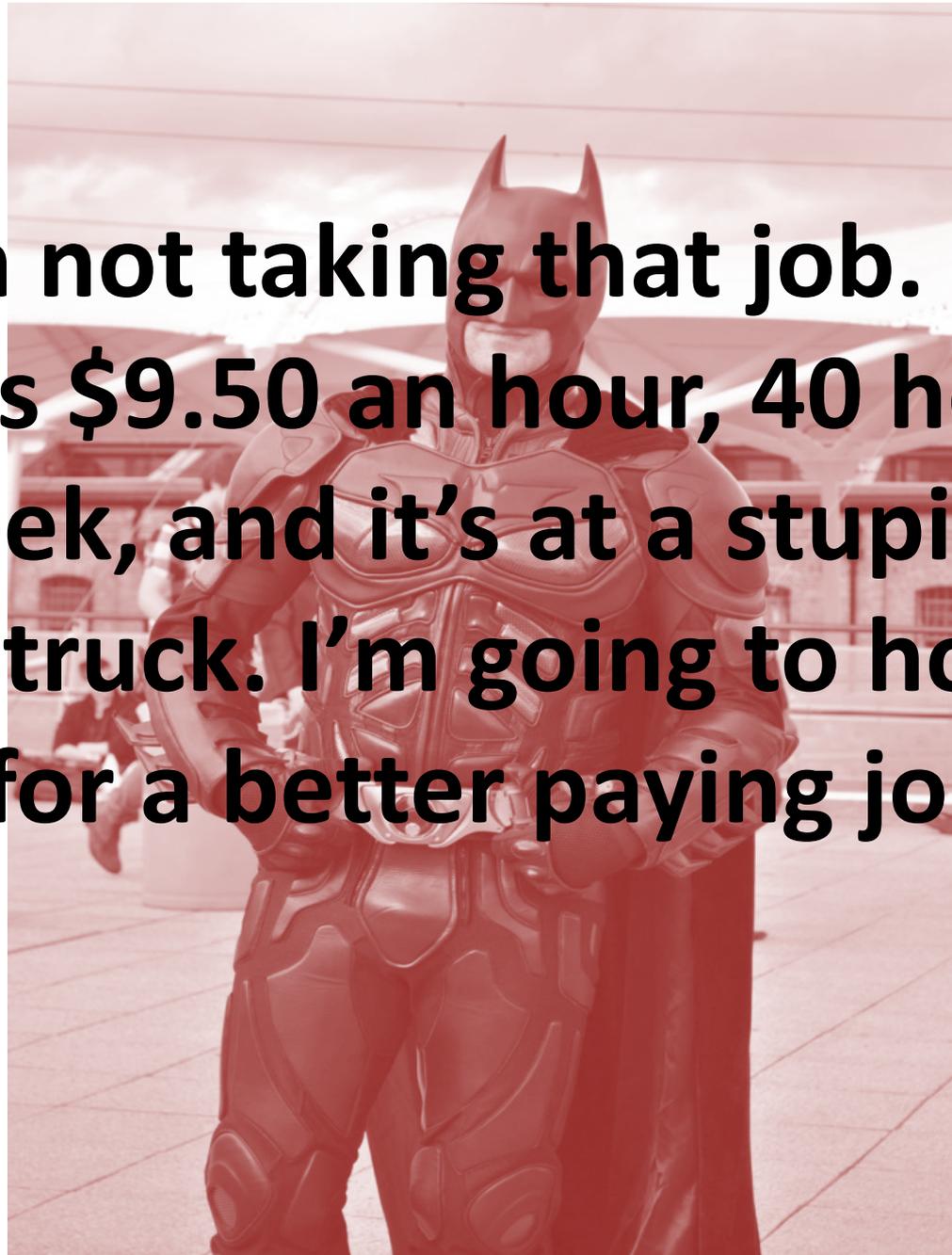
Here's our job searching client again



Backstory:

Batman has not worked in quite some time, and has a rough work history. He has been trying to find work for three months. Doug's Dogs has offered him a position as head Hot dog steamer and Cheese warmer, and Batman has told them he will think on this lucrative offer and get back to them later today.

“I’m not taking that job. It only pays \$9.50 an hour, 40 hours a week, and it’s at a stupid hot dog truck. I’m going to hold out for a better paying job.”



(My internal reaction)



This is what I like to call
“Cousin Eddie Syndrome”



This is a great time to work on what we have learned!!

- Acknowledge that its awesome they were offered a job
- Ask how the other applications are looking
- Talk about how this may not be the job they want right now, but why not give it a try until something else opens up
- This is the first step in the right direction towards your goal of an even better job
- This can create a good work reference
- How does this sound to you? How does it make you feel?
- Remind them of how great they are doing progressing and working toward their goals.

Does that approach sound a lot like....



The Conversation Sandwich????

Your goal is to find the real reasons for the objection

- Batman says that he feels like it's a meaningless job. He really wants to get into crime fighting, and a hot dog job isn't the way to go about it.

He also said a key phrase



“And Stuff”

So what can “and stuff” mean?

- Questionable job history
- May be nervous going back to work (hasn't worked in 3 months)
- May be worrying about failing at the new job
- May need to be “motivationally triggered” in a positive way
- May be lacking confidence

Conclusion:

- Batman and the case manager discussed the crime fighting goal, and the steps (school, training. Etc) needed to accomplish that. For school, there would be money needed, and what better way to start saving than by taking this job at Doug's Dogs. If in the future something better comes up for employment, at least he is working already and wont feel pressured to say yes to another job. Plus he can save for college or start taking training courses in the meantime. Batman took the job, and was so good his employer relocated him to run a cart in another city. There he met a police chief who loved hot dogs, got him some training, and in a few more years.....

He started fighting crime.
(doesn't everyone love a happy ending?)



Once our clients are motivated, how do we help them stay that way??



Follow up Calls/Meetings



Reaffirming your role as support



*"I love you murder dog."
"I love you too trash panda."*

Sincere congrats on new successes



Keep conversations real and honest



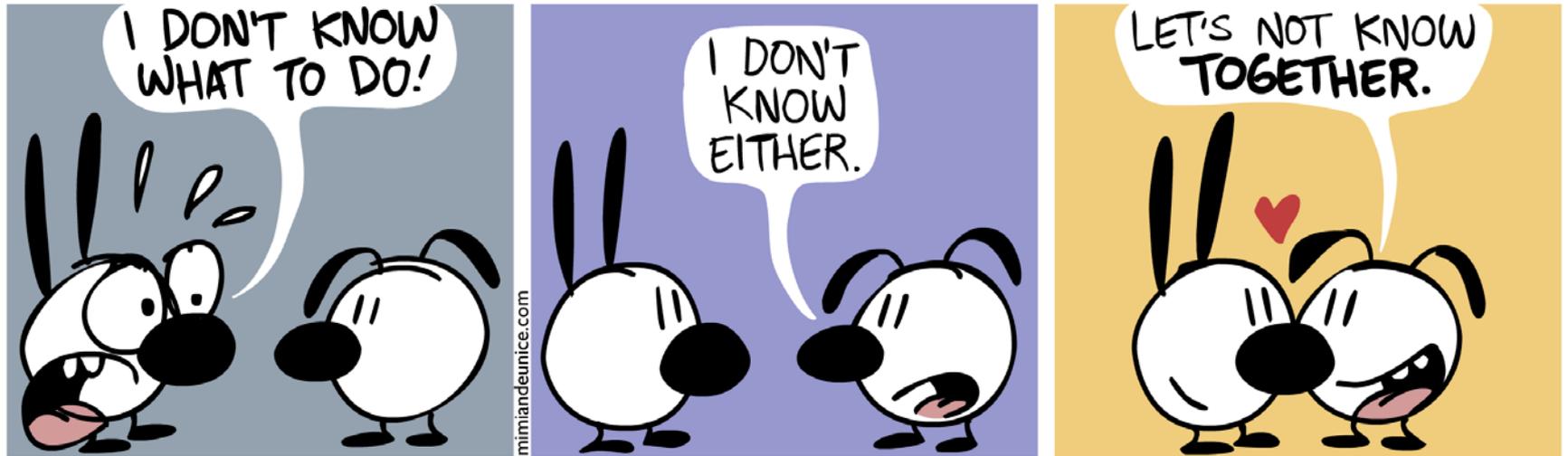
Never Over Promise and Under Deliver



Establish your role and your clients role in the step process and commit!

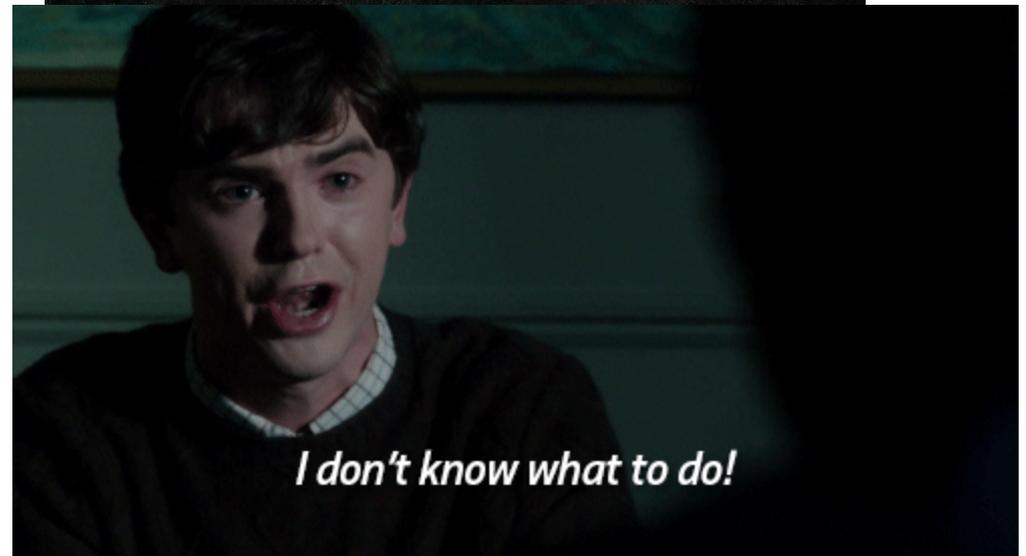
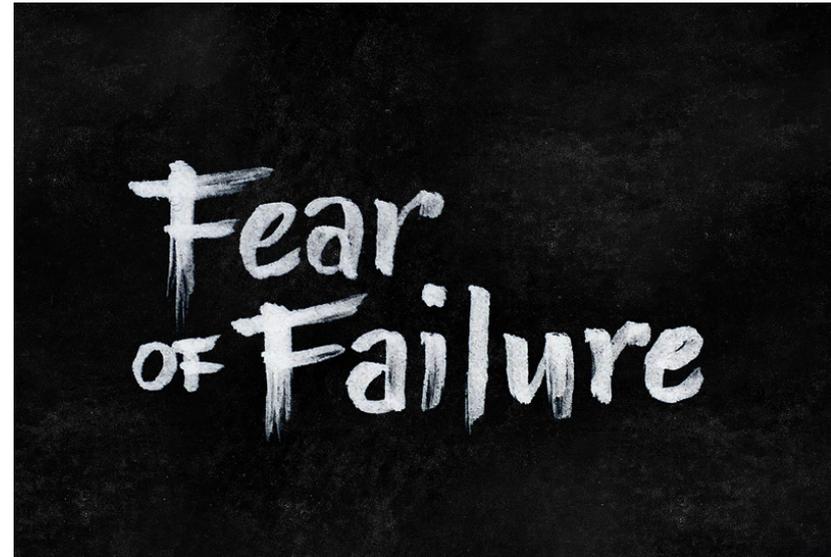


If you don't know the answer, it's okay
to say "I don't know"



But always be willing to help find the answer!!

Remember What can be lurking under the surface



Questions??



We Made it!!



Contact me!!

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