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

<table>
<thead>
<tr>
<th>The Usual Way: Routine</th>
<th>A Better Way: Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The typical orientation:</strong> 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.</td>
<td><strong>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</strong></td>
</tr>
<tr>
<td>A tone that saps any love for the organization.</td>
<td>A warm, friendly, helpful tone.</td>
</tr>
<tr>
<td>Robbing people of their motivation and self-esteem by labeling them and using words that cause harm.</td>
<td>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.</td>
</tr>
</tbody>
</table>
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!


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

LTU Subject Matter Deep Dive!
Hosted by Jodie Sue Kelly
Dec 18, 2015 at 1:00 p.m. Eastern.

- 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

Contact Information

Jodie Sue Kelly
Cygnet84@aol.com

Your Federal Project Officer, DOL National Office, and Technical Assistance Providers:
RTW@dol.gov