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

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<th>The Usual Way: Routine</th>
<th>A Better Way: Motivation</th>
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<td>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.</td>
<td>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</td>
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<td>A tone that saps any love for the organization.</td>
<td>A warm, friendly, helpful tone.</td>
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<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>
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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

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<th>Follow-Up Roundtable Discussion</th>
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| **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  | Jodie Sue Kelly  
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Your Federal Project Officer, DOL National Office, and Technical Assistance Providers:  
RTW@dol.gov |