



# **MOTIVATIONAL INTERVIEWING FOR SENIOR HOUSING**

**Advanced Learning Course**

## **WHAT YOU WILL LEARN**

- **How to reduce/avoid resistance to change**
- **How to use values to guide conversations**
- **The Stages of change and how to communicate**
- **What creates barriers to change**
- **How to create empowered conversations about change**
- **How to navigate sustain vs change talk**



# MOTIVATIONAL INTERVIEWING IN SENIOR HOUSING



## The details

### **TRAINING LENGTH: 9 HOURS**

- Training is completed in three sessions at 3 hours a piece

### **TRAINING STRUCTURE**

Research shows smaller doses of learning improves retention and implementation of skills. Which is why we encourage training to take 2-3 weeks per course.



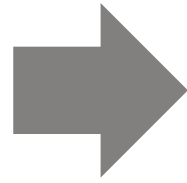
# MOTIVATIONAL INTERVIEWING IN SENIOR HOUSING

## The Changes

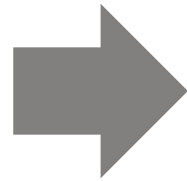
### **BEFORE**

**Sales team members say:**

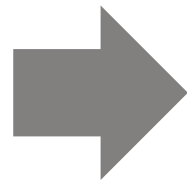
I NEED MORE LEADS



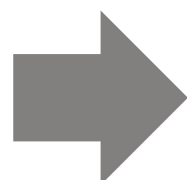
THEY SAID THEY WERE TOO YOUNG



TRANSACTIONAL, LET ME ASK ABOUT YOUR PROBLEMS.



"HERE'S THE PLAN YOU NEED TO MOVE FORWARD" SALES TEAM MEMBER TO FAMILY MEMBER OR PROSPECT



### **AFTER**

**Sales team members say:**

THESE ARE ALL VIABLE LEADS, JUST IN DIFFERENT STAGES OF CHANGE

THEY SAID THEY ARE TOO YOUNG, THEY ARE IN PRE-CONTEMPLATION. NOW I KNOW HOW TO SUPPORT THEM

PERSONAL. LET ME LEARN ABOUT THE PERSON, NOT JUST THEIR PROBLEMS

"HERE ARE SOME OPTIONS, WHAT DO YOU WANT TO DO FROM HERE"