

Effective conversations

Part 4: Motivational Interviewing

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We will begin the training at 8 p.m. ET / 7 p.m. CT





GUIDED WORKSHEET

Motivational Interviewing

[Bit.ly/MIworksheet](https://bit.ly/MIworksheet)

Learning series

Week 1: Effective listening

Week 2: Know your 'why'

Week 3: Your theory of change

Week 4: **Motivational interviewing**

Week 5: Voter contact best practices

#OFAction

True or false?

The average gap between self-identified Democrats and Republicans on values has increased by 20% since 1994.

False

“The average gap between self-identified Democrats and Republicans on questions related to values **has increased 33% since 1994.”**

Pew Research Center



Motivational interviewing

Learning Goals

- 1 Understand the key aspects of the motivational interviewing framework.
- 2 Use the motivational interviewing framework in order to have more effective conversations with family, friends, and neighbors.

Agenda

What is motivational interviewing

Motivational interviewing framing

Debrief

Close and next steps

**Research show that politics
has become an **identity**.**

A close-up portrait of Ziad Munson, a man with dark, curly hair, looking slightly to the left. He is wearing a dark suit jacket over a light-colored shirt. The background is dark and out of focus.

Ziad Munson

Lehigh University
Sociologist

Want Gun Control? Learn From the N.R.A.

By HAHRIE HAN OCT. 4, 2017

"... their views evolved after joining these gun groups. **So did their identities.**"

Hahrie Han



**Therefore, we have to
be good listeners...**

**...and ask questions that
reveal biases and beliefs in
a nonjudgmental way.**

**What is a way
we can do this?**

**Can you think of an example
in your own life?**

Motivational interviewing:

A person centered method of guiding to elicit and strengthen personal motivation for change.

Motivational interviewing is ...

Motivational interviewing is

- A counseling style typically used to treat addictions

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- Encourages individuals to work through their resistance to behavior change in relation to their broader life goals and values

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- Encourages individuals to work through their resistance to behavior change in relation to their broader life goals and values
- Does not directly challenge another person's irrationality or denial—rather, helps to expose contradictions

Motivational interviewing is

- A counseling style typically used to treat addictions
- Encourages individuals to work through their resistance to behavior change in relation to their broader life goals and values
- Does not directly challenge another person's irrationality or denial—rather, helps to expose contradictions
- Effective when individuals express their own contradictions

**Motivational
interviewing is not ...**

Motivational interviewing is not

- Judgmental

Motivational interviewing is not

- Judgmental
- Coercive—or forcing people to think in a certain way

Motivational interviewing is not

- Judgmental
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- Manipulative

Motivational interviewing is not

- Judgmental
- Coercive—or forcing people to think in a certain way
- Manipulative
- Persuasive

**Many of us are not
professional counselors.**

**That said, most of us
are seeking deep **change**
in our country.**

**And we can make
that change—with
the right tools!**

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Motivational interviewing framework

1 Exploring

Motivational interviewing framework

- 1 Exploring
- 2 Guiding

Motivational interviewing framework

- 1 Exploring
- 2 Guiding
- 3 Choosing

WHAT WE STRIVE FOR IN THIS FRAMEWORK:

Are your questions ...

Nonjudgmental

**Using their
language**

Loving

**Expansive vs.
reductionist**

Your experience
≠
Others experience

MOTIVATIONAL INTERVIEWING FRAMEWORK

Exploring

Exploring

- Listen to the individual's story

Exploring

- Listen to the individual's story
- Build rapport

Exploring

- Listen to the individual's story
- Build rapport
- Obtain history

Exploring

- Listen to the individual's story
- Build rapport
- Obtain history
- Listen and give a reflective statement

Offer reflective responses.

Content reflection:

“Given what you said, it sounds like you...”

Meaning/feeling reflection:

“It seems that you felt... is that right?”

CAUTIONARY TRAPS

Responding

**With questions that are
biased in what you want
to hear.**

CAUTIONARY TRAPS

Responding & Premature advice

With questions that are biased in what you want to hear.

Giving advice based on biases without first listening to the individual.

A volunteer speaks
with a voter in Los Angeles
about including transgender people
in nondiscrimination laws
(Edit of a 22 minute conversation,
some names muted for privacy)



2 minutes

Reflection

- If you were the person at the door canvassing this women, what would you ask or say at this point?



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3 minutes

Reflection

- What exploring questions did you hear the canvasser say?

MOTIVATIONAL INTERVIEWING FRAMEWORK

Guiding

Guiding

- Clarification of values

Guiding

- Clarification of values
- Summarize

Guiding

- Clarification of values
- Summarize
- Bring assumptions to the surface

More on guiding

- Confronting people can cause them to shutdown

More on guiding

- Confronting people can cause them to shutdown
- Therefore, we can “pull up alongside them”...

More on guiding

- Confronting people can cause them to shutdown
- Therefore, we can “pull up alongside them”...
- EVEN IF their statements are factually incorrect or blames others unfairly

Two techniques for **guiding**

Two techniques

Double-sided reflection

- “On the one hand, you feel X, and on the other hand, you feel Y”

Two techniques

Double-sided reflection

- “On the one hand, you feel X, and on the other hand, you feel Y”

Invert barrier

- “It sounds like, in order to move forward, you might want to address barriers A, B, C”

CAUTIONARY TRAPS

Biases

Letting your biases and prejudices creep into to your efforts in the conversation.

CAUTIONARY TRAPS

Biases & Assigning value

Letting your biases and prejudices creep into to your efforts in the conversation.

Assigning value to the statements that the individual is sating.



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3 minutes

Reflection

- What examples of guiding questions did you hear the canvasser say?

MOTIVATIONAL INTERVIEWING FRAMEWORK

Choosing

Choosing

- Asking the individual to continue conversation

Choosing

- Asking the individual to continue conversation
- Exploring next steps and options with the individual

Two techniques

Ask

- “On a scale of 1-10, how important is it to you that you change XYZ? What would it take to get you to a higher number? Why did you not choose a lower number?”

Two techniques

Ask

- “On a scale of 1-10, how important is it to you that you change XYZ? What would it take to get you to a higher number? Why did you not choose a lower number?”

Invite

- To join a community organization, go to an event, have a further conversation, or support a cause.

CAUTIONARY TRAP

**Moving to this stage
too soon!**



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3 minutes

Reflection

- How did the canvasser ask the woman to choose? What else might you do in the choosing phase?

Let's synthesize.

Motivational interviewing framework

- 1 Exploring
- 2 Guiding
- 3 Choosing

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Debrief

Which phase of the framework comes easily to you?

Which trap do you fall into?

Debrief

What situation do you think this motivational interviewing framework would work best in?

Who do you commit to trying this with?

Next session

Effective conversations

Part 5: Voter contact best practices

Team '18

ofa.bo/team18lead

OFA

Thank you for joining today's webinar.

Please fill out the survey below and give us your feedback on today's training.

bit.ly/effectiveconvosMI