

Motivation Driven Practice

Unlocking the potential of human services professionals
and participants

Bridges to Resilience | Monday, November 4, 2024

Jonathan McCay



Why do you do
what you do?



Goals for our time together

- / **Understand** the evidence for and potential impact of infusing motivation driven practices into case management and navigation services
- / **Complete** a motivational “audit” activity that explores how a current practice engages with individuals’ motivations
- / **Commit** to one application of motivation driven practice to incorporate into your work by setting a goal



What does it take to change?

$$\text{COM} = \text{B}$$

$$\text{R} = \text{MC}^2$$

$$\text{B} = \text{MAP}$$

Sources: Michie et al., 2011; Fogg, 2009; Scaccia et al., 2015



Motivation matters.



Our brain directing us away from a threatening or unpleasant response
"Fight, Flight, or Freeze"

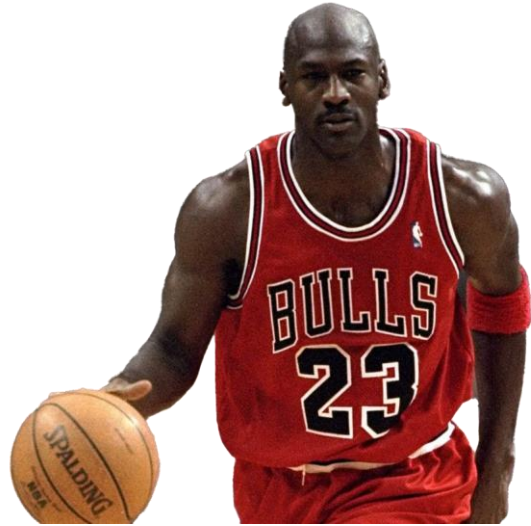
Our brain directing us toward an enjoyable response



Source: National Scientific Council on the Developing Child, 2018



But motivation alone is **not enough**.





Activating **commitment** to change



Visualization



Mental Contrasting

Source: Locke and Latham, 2002; Brunstein and Gollwitzer, 1996; Oettingen 2000; Oettingen et al., 2001



Planning for success

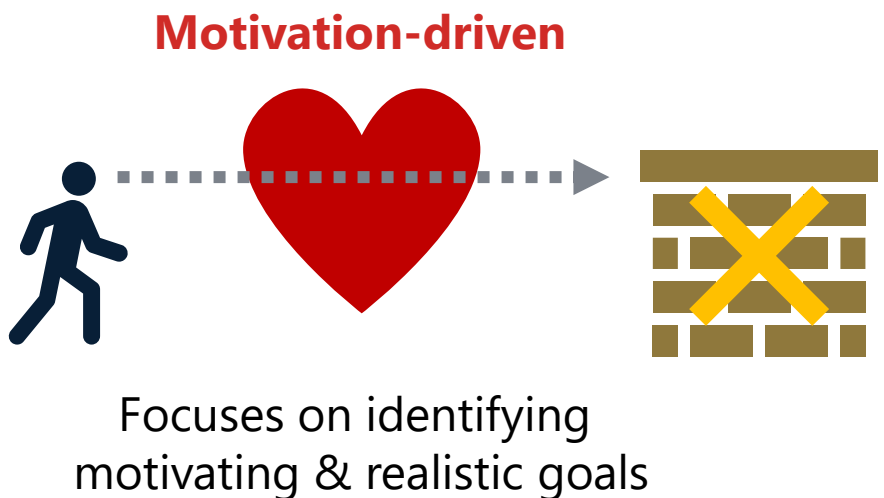
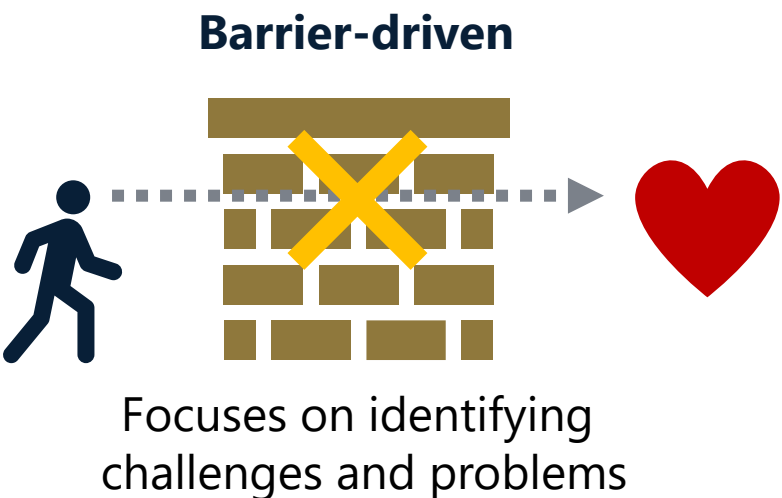
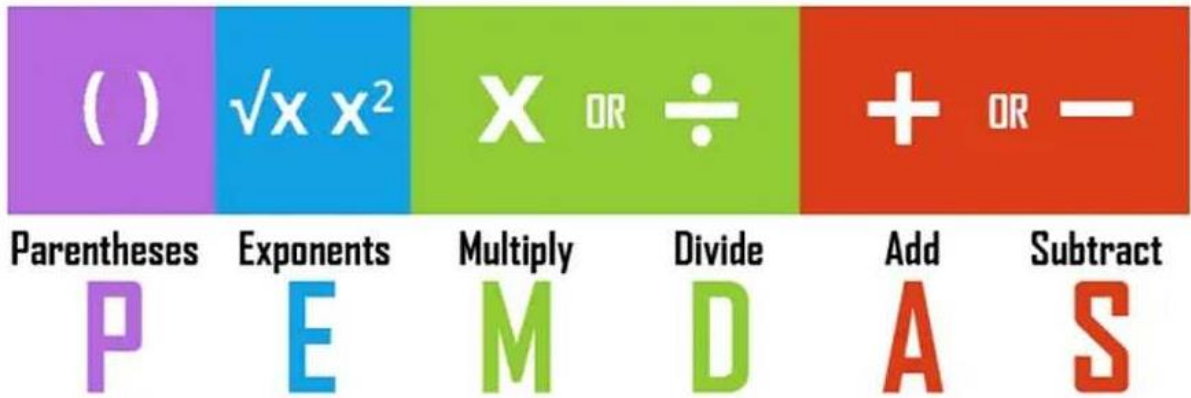
If, then

(implementation intentions)

Source: Gollwitzer, 1993, 1999



Order makes a difference





What can this look like in practice?





What do we know about this approach?

- ✓ **When given a choice, participants tend to set employment-related goals more, not less**
- ✓ **Compared to traditional case management, coaching leads to more frequent communication**
- ✓ **Staff find it easier to engage a range of individuals using this approach, including:**
 - Individuals with basic skills deficiencies
 - Voluntary participants in employment programs receiving TANF or SNAP
 - High school students

Sources: Derr et al., 2024; ICF, Ohio CCMEP Evaluation: Statewide Implementation and Outcomes Report, March 31, 2024



The motivation-driven **shift**

- / Start with the future**
- / Focus on what is important and meaningful to the person**
- / Go beyond the transaction or the task → What's the impact?**
- / Get specific about time and place**
- / Anticipate what could get in the way and how to address it**
- / Build accountability through a supportive, responsive relationship**



Motivational Audit



2. Label/name the key things you do with families

1. Draw an object that represents what you do



3. For each thing you do, rate the extent to which it is oriented toward positive or negative motivation



Reflect and discuss

- / What stood out to you from this exercise?**
- / What types of activities or things did you find to be strongly oriented toward positive motivation? What about negative motivation?**
- / Thinking about what we've discussed up to this point, which point in the process could benefit most from being more motivation-driven?**



Let's set a goal.



Seizing the opportunity for motivation driven practice

/ Open-ended questions

/ Active listening

/ Reflect and summarize

/ Promote commitment

- Specific date and time
- Specific steps (1 to 3)
- Specific "If, then" plan

/ Promote accountability: A trusted partner + follow-up



Thank you! Stay in touch.

Jonathan McCay

jmccay@mathematica.org

202-484-4694



Disclosures

/ **None**