

**WELCOME TO TODAY'S TRAINING!**

**EXCERPTS FROM**

**YOU CAN BE A CHANGE AGENT!**

**HOW TO INCREASE**

**EMPLOYMENT MOTIVATION**

**IN CONSUMERS!**

**PRESENTED BY**

**LARRY ROBBIN**

**EXECUTIVE DIRECTOR**

**ROBBIN AND ASSOCIATES**

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**Job Search at the Speed of Light! New Ways to Help Consumers Shorten Their Job Search!**

**Soft Skills are Success Skills! Teach Them to Mental Health Consumers!**

**New Ways to Hire, Onboard, Engage and Retain Mental Health Employment Program Staff!**

**From Interview to Job Offer! How to Help Consumers Match the Employer's Hidden Interview Agenda!**

**Email [larry@larryrobbin.com](mailto:larry@larryrobbin.com) to bring these to your organization and to discuss the many other webinars that are available.**

## **HELPFUL CONCEPTS ABOUT CONSUMERS AND EMPLOYMENT MOTIVATION**

- 1. You create the climate for change, but the consumer is the catalyst of change.**
- 2. The word motivation comes from an old French word that means to move or change. Everyone we work with has been motivated in their lives to make change.**
- 3. Incorporate a Motivational Change History perspective into your work with consumers to learn more about what causes this individual to make change.**

**If you can find out the forces that drive change in this person, you may be able to connect the forces with working which can help to increase employment motivation.**

- 4. Think about increasing employment motivation from the perspective of nudges as opposed to one conversation. We are asking consumers to reinvent their self-image and this can be very difficult.**
- 5. Be careful about over selling work. Work is a mixed experience. Thinking about going to work is both a lost and found process for consumers. We tend to only talk about the found. If we talk about the lost and found we can make more progress.**

**WHAT I LOSE AND WHAT I  
GET BY GOING TO WORK**

<b>What I lose by going to work</b>	<b>What I get by going to work</b>
<b>I will lose my benefits.</b>	<b>I get the possibility of earning more money than I have now.</b>
<b>I lose the security of doing what I know.</b>	<b>I am bored with my life and work will make it more interesting.</b>
<b>I will lose time with my children.</b>	<b>I will be able to teach my children how to go to work so they won't be poor when they grow up.</b>

**WHAT I LOSE AND WHAT I GET BY GOING TO WORK**

<b>What I lose by going to work</b>	<b>What I get by going to work</b>

## **MAKE THE CONVERSATION ABOUT MORE THAN THE MONEY AND BENEFITS**

- 1. For many consumers, a minimum wage or even a higher wage is not a very strong motivator.**
- 2. Because of a lack of work experience many consumers do not realize the other things that work can give them. You can help them get a bigger picture about going to work by talking about some of the other benefits that come with working. This can help consumers reevaluate increasing their employment motivation.**
- 3. The following handout is a list of things that many working consumers have said that work gave them.**

**Consumers that are not working can rank these things in terms of their importance to them.**

**If ranking does not work for a particular consumer, then ask them to circle the things that are most important to them or just talk through the list or some of the things on the list with them.**

**If the consumer can't read, you can read the list and discuss it.**

**THINGS WORKING CONSUMERS SAY THEY LIKE ABOUT WORKING**  
**WHAT DO YOU WANT TO GET OUT OF WORK?**

**5 = These things are the most important things to me**

**4 = These things are very important things to me**

**3 = These things are important to me**

**2 = These things are not that important to me**

**1 = These things are not important to me at all**

- 1. Working makes me feel proud about what I can do and who I am.**
- 2. Working gets me respect from other people.**
- 3. Working helps me learn new things and meet new people.**
- 4. Working makes my life more interesting.**
- 5. Working makes me a good role model for people in my life.**
- 6. Work makes me feel like I fit in with my coworkers and other people.**
- 7. Working means I do not have to be on benefits, following so many rules and having people telling me what to do all the time.**
- 8. Working shows all those people that said I would not be able to be successful, that they were wrong!**
- 9. Working helps me avoid people and situations that are not good for me.**
- 10. Working helps me keep clean and sober.**
- 11. Working is good for my mental health.**
- 12. Working makes me feel like I can accomplish things.**
- 13. Working makes me feel smart.**
- 14. Working will**
- 15. Working will**

**THERE IS A MORE POWERFUL MOTIVATOR  
THAN TELLING CONSUMERS ABOUT EMPLOYMENT!!**

- 1. We tell consumers information about the benefits of employment and that they can become employed, but we do not give them proof employment is good and possible for them! They do not want information, they want proof!**
- 2. To give them proof, you need to shift your work from talking about working to giving them proof that work will be a good thing for them.**
- 3. The most powerful motivator for your current program participants are peer staff and your working program alumni.**
- 4. Working consumer role models are much more powerful than information because they prove work is good and that consumer can get jobs!**



## **WAYS TO MAKE YOUR WORK ROLE MODEL DRIVEN!**

**Confidentiality must be incorporated as an important a part of these strategies. You should get management approval to use some of these strategies.**

- 1. Connect your current program participants with peer staff and your working alumni for informational interviews.**
- 2. Video and/or audio record on your cell phone or Zoom, interviews with working consumers talking about how they got their job and why it improved the quality of their life.**
- 3. Instead of lecturing consumers about working, tell stories about consumers that you have worked with and their experiences with job search, interviews and working. To help you remember these consumers, make a list of the names of consumers that overcame various challenges to become employed. Tell their stories!**
- 4. Look for every possible opportunity and way to mobilize the power of working consumers!**

**THE MORE YOU CAN GIVE CONSUMERS  
REAL PROOF THAT OTHER CONSUMERS  
ARE GETTING HIRED AND WORKING  
AND GETTING THE BENEFITS OF EMPLOYMENT,  
THE MORE YOU CAN CREATE A CLIMATE THAT  
WILL HELP TO INCREASE EMPLOYMENT MOTIVATION!**