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**12 Communication Roadblocks**  
(Thomas Gordon)

1. Ordering, directing
2. Warning, threatening
3. Giving advice, making suggestions, providing solutions
4. Persuading with logic, arguing, lecturing
5. Moralizing, preaching
6. Judging, criticizing, blaming

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**12 Communication Roadblocks**  
(Thomas Gordon)

7. Agreeing, approving, praising
8. Shaming, ridiculing, name calling
9. Interpreting, analyzing
10. Reasoning, sympathizing
11. Questioning, probing
12. Withdrawing, distracting, humoring, changing the subject

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**Motivational Interviewing**

Primary Goals of MI:

- Reduce/Minimize resistance
- Resolve ambivalence
- Elicit "change talk" and move towards goals/values/behavior change

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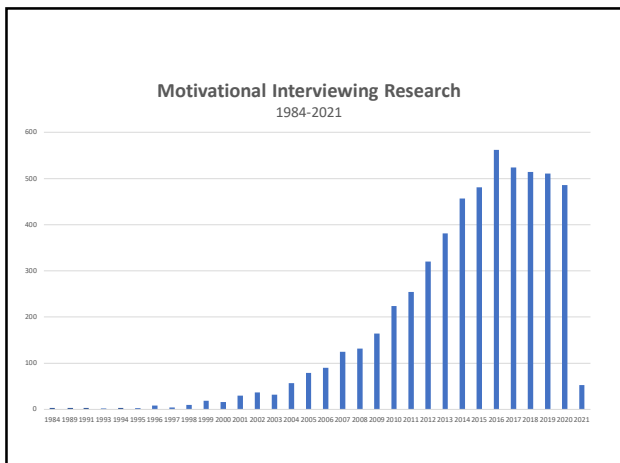
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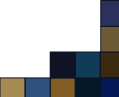
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**4500+ Studies on MI Effectiveness**

A systematic review that included 72 studies found that motivational interviewing outperformed traditional **advice giving** in 80% of studies.

"Providers who know how to effectively deal with resistance and ambivalence have adherence rates 5x higher than **information giving**."



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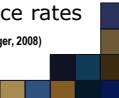
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**4500+ Studies on MI Effectiveness**

*"MI Improves medical regimen adherence among the older population. The majority of studies indicate that MI is effective in influencing change in health behaviors. As a proven, cost-effective treatment, MI should be considered for clinical use in geriatric and primary care clinics providing care to older adults."*  
(Serdarevic & Lemke, 2013)

A systematic review that included 72 studies found that motivational interviewing outperformed traditional **advice giving** in 80% of studies."  
(Rubak S, Sandbaek A, Lauritzen T, Christensen B 2005)

"Providers who know how to effectively deal with resistance and ambivalence have adherence rates 5x higher than **information giving**." (Dr. Bruce Berger, 2008)



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**4500+ Studies on MI Effectiveness**

MI has been shown to be effective in promoting client motivation across a number of settings and issues. It is consistent with previous recommendations for increasing motivation among rehabilitation clients, compatible with the general person-centered principles and efficient practices of rehabilitation counseling  
(Wagner, Christopher & McMahon, Brian. (2004)

MI improves a VR counselor's ability to help consumers resolve ambivalence about change and increase motivation toward change, as well as helps VR counselors support consumers in exercising informed choice and taking ownership of and accountability for their IPE and vocational goal.  
(Higginbotham, D. (2022)

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## 4500+ Studies on MI Effectiveness

"Unless MI proficiency can be developed, measured and sustained, it will simply not be possible for organizations to achieve the types of improvements in **patient-level outcomes** demonstrated in MI clinical research trials." (Butterworth, S., Anderson, B., 2011)



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**FIDELITY**

Intentions

Strategies

Micro Skills

**MICA**  
MOTIVATIONAL INTERVIEWING

**JABP** INTERNATIONAL ASSOCIATION OF BOARD CERTIFIED PROFESSIONALS

**COMPETENCY** ...maintain professional and technical competency at such a level that the recipient receives the highest quality of service that the member's discipline(s) is capable of offering through their education, training...



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## MI Intentions

- ▶ Supporting Autonomy & Activation
- ▶ Guiding
- ▶ Expressing Empathy
- ▶ Partnering
- ▶ Evoking



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## Realities of Change

*"He who would learn to fly one day must first learn to stand and walk and run and climb and dance; one cannot fly into flying."* Friedrich Nietzsche

- **Most change does not occur overnight**
- **People resist being pushed to change**
- **Contextual: H.A.L.T.**

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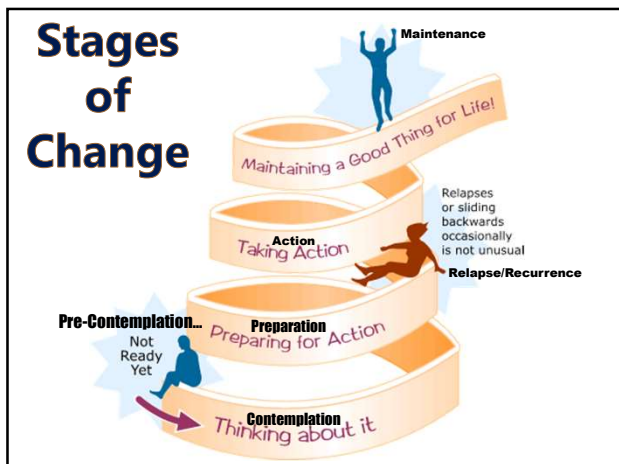
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## Cues for Pre-Contemplation

**Unaware that a problem exists**

Mania Neyestani 1999

**Does not intend to change**

**IGNORES/RESISTS EVIDENCE**

**Too discouraged to change**

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## Pre-Contemplation

**CHARACTERISTICS**  
 Appear to be hesitant,  
 argumentative, hopeless or  
 in "denial."

**TRAP**  
 Natural tendency is to try to  
 "convince" them or push into  
 action

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## 'Righting Reflex'

...corrects the orientation of the body when it is taken out of its normal position...

Reaction people have to correct someone or something that is 'wrong'



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## 'Righting Reflex'



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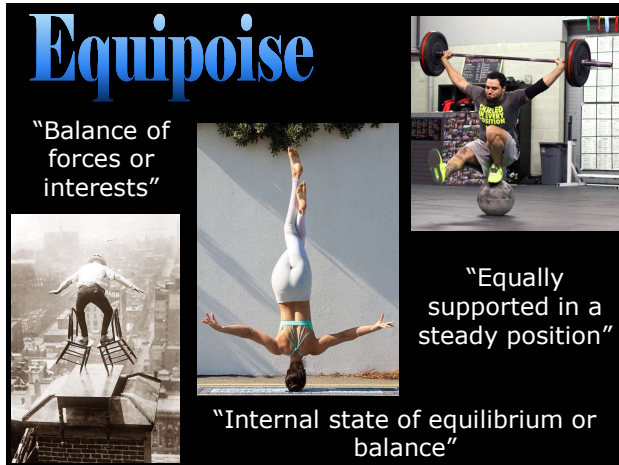
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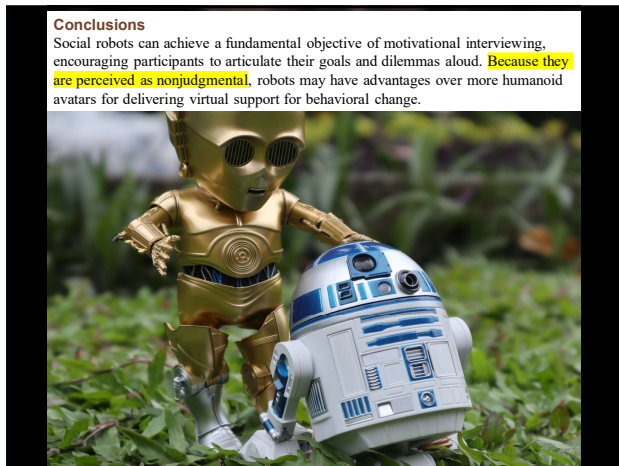
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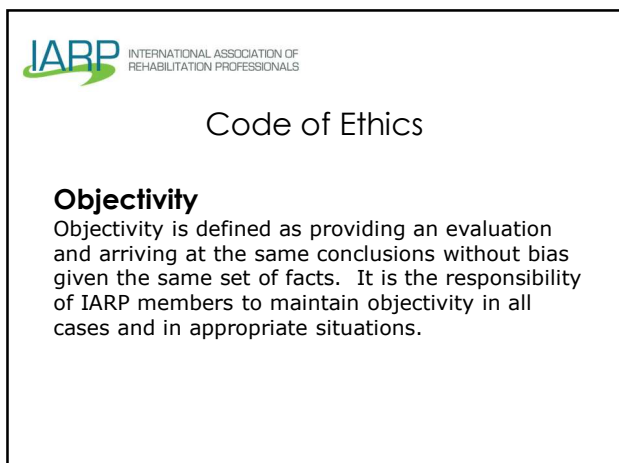
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## 'Righting Reflex'

...corrects the orientation of the body when it is taken out of its normal position...

Reaction people have to correct someone or something that is 'wrong'



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## Resistance

***"The force that opposes motion"***

- Not individual - relationship oriented
- Focusing outside the self
- Message that someone or something else is the problem
- Context of a relationship or system

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When you get attached to an outcome or YOU push a quicker pace...



...YOU facilitate "resistance"

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## Contemplation

- Aware that a problem exists
- Considering the possibility of change
- Acknowledges concerns with change
- Ambivalent – reasons to change & reasons not to change

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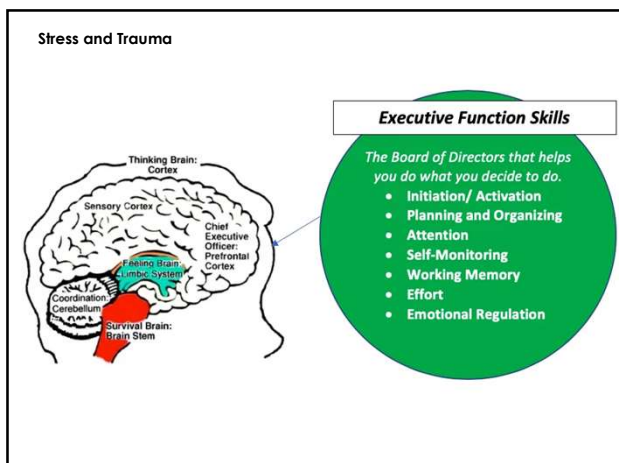
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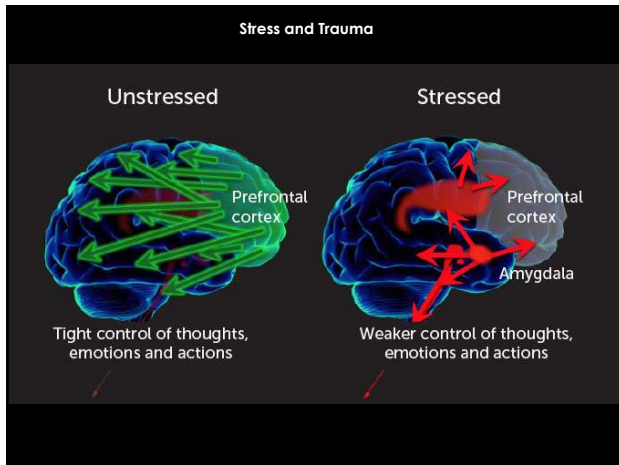
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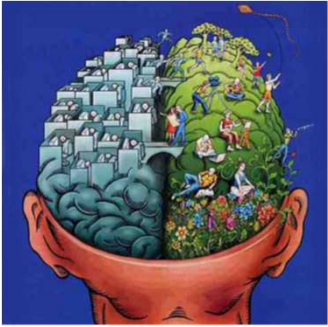
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## Strategic Reflections



*"Listening looks easy, but it's not simple. Every head is a world."*

Cuban proverb

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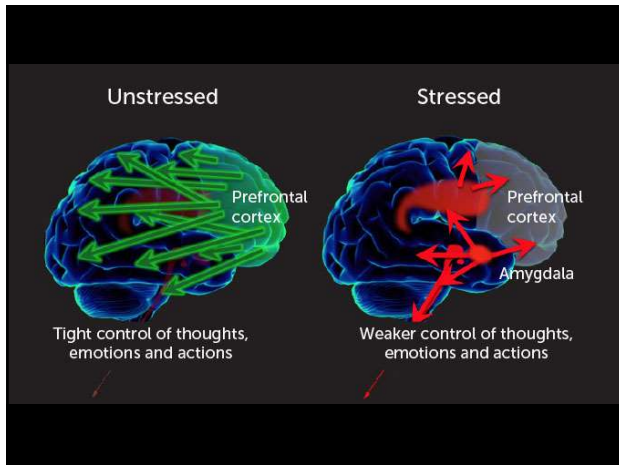
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## Strategic Reflections

Rogers: **Non-directional**  
MI: **Strategic**

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## 4 Types of Talk

- Resistance Talk**
- Sustain Talk**
- Change Talk**
- Commitment Talk**

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## Resistance Talk



- Focusing attention outside of self
- Any message that someone or something else is the problem
- Making it personal towards you
- 'Fight' or 'Blame' talk

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## Sustain Talk

- Any rationale for why behavior is not going to change
- Any message of being stuck or planning on staying the same
- One side of the coin of ambivalence



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## Resistance vs. Sustain

<p><b><u>RESISTANCE Talk</u></b></p> <ul style="list-style-type: none"> <li>✓ Focusing outside self</li> <li>✓ Relationally oriented</li> <li>✓ Fight Talk</li> <li>✓ Lightning Rod language</li> <li>✓ Making it personal</li> </ul> <p><b>RESPONSE:</b> Empathic Reflection "You feel..."</p>	<p><b><u>SUSTAIN Talk</u></b></p> <ul style="list-style-type: none"> <li>✓ Focusing internally</li> <li>✓ Staying the same</li> <li>✓ Stuck talk</li> <li>✓ Status quo</li> <li>✓ About his/her behavior</li> <li>✓ Natural w/ ambivalence</li> </ul> <p><b>RESPONSE:</b> Rescue change talk "You want..."</p>
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## Change Talk

- ❖ Change talk is speech that favors the direction of the change
- ❖ Natural with ambivalence – opposite side of Sustain Talk
- ❖ What the client really wants... underlying goals &/or values

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## Listening for Change Talk



DESIRE: *want, wish, like*  
 ABILITY: *how could, might, can*  
 REASONS: *should, because*  
 NEED: *have to, need, important*

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### Strategically Responding...

<p><b>SUSTAIN TALK</b></p> <p><i>"I'm so overwhelmed and have so much stress... drinking helps me cope with it all."</i></p>	<p>ST</p> <p>ET</p>	<p>Q: "What would life feel like if you were less stressed?"</p> <p>R: "And there's another part of you that wishes you weren't needing to drink quite so much."</p> <p>Q: "Where is all of the stress coming from?"</p> <p>R: "Drinking is the thing that works for you right now."</p>
<p><b>CHANGE TALK</b></p> <p><i>"I know I shouldn't be drinking this much and just wish I didn't have so much stress."</i></p>	<p>ST</p> <p>ET</p>	<p>Q: "What would life be like if you were drinking less and the stress was gone?"</p> <p>R: "Your best case scenario would be to find a healthier way to deal with all you have going on right now."</p> <p>Q: "So what is making it so hard to cut down?"</p> <p>R: "Drinking is the one thing that is helping you manage right now."</p>
<p><b>CHANGE TALK &amp; SUSTAIN TALK</b></p> <p><i>"I really want to quit, but I've probably tried 50 times over the years and I just can't stick with it."</i></p>	<p>ST</p> <p>ET</p>	<p>Q: "What keeps driving you to try quitting?"</p> <p>R: "If you could just find a way to successfully quit for the long run, you'd be open to that."</p> <p>Q: "Why won't you just give it another chance?"</p> <p>R: "Which is why it is so frustrating and feels like nothing will work."</p>

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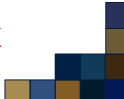
**Strategic Reflections**

Motivational Interviewing:

**Doubles the rate of change talk**  
and  
**Halves the rate of resistance...** relative to  
action-focused counseling or confrontation<sup>35</sup>

**~100%↑ Change Talk**

**~50%↓ Sustain Talk**



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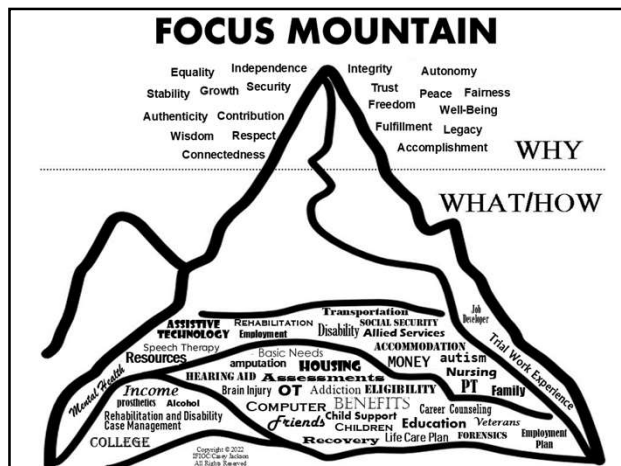
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**IFIOC**  
Providing the Communication Solution that will Change Your World

**Additional Resources**

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john.gilbert@ifioc.com  
tami.calais@ifioc.com  
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