



Motivational Interviewing

Facilitating Therapeutic Change

Presented by

Allan Zuckoff, Ph.D.

Friday, March 8, 2024

LIVE INTERACTIVE WEBINAR 9 a.m. - 4:15 p.m. ET

Overview

Motivational interviewing (MI) is a way of talking with people about change that strengthens their own motivation and commitment and empowers them to take constructive action. Through an accepting, collaborative relationship and special attention to the language of change, MI helps practitioners sidestep or defuse the common cycle of pressure and resistance with clients who are ambivalent and resolve ambivalence about change through a focus on the client's own values, goals, and strengths.

With more than 2,000 published studies and application in a wide variety of mental health, substance use, and health behavior settings, MI is an approach whose brevity, adaptability, and clinical wisdom have made it especially appealing to practitioners around the world. In this lively and interactive webinar, Dr. Zuckoff will describe, illustrate, and demonstrate how MI can be used to help clients change.

Objectives: Participants will be able to:

- Describe the relationship between ambivalence, resistance, and motivation for change
- Describe the Spirit and Tasks of MI
- Identify how to quickly engage clients by avoiding traps, establishing trust, and defusing discord
- Identify how to increase importance and confidence for change by recognizing, responding to, and evoking change talk
- Identify how to use the Values Card Sort and Scaling strategies to enhance motivation and readiness to change

9:00 am Ambivalence and Change: The Spirit and Tasks of Motivational Interviewing

- When do people change?
- How can we facilitate change?

10:30 Break

10:45 Engaging: Establishing Trust and Safety

- Using OARS
- Avoiding Traps and Defusing Discord

12:15 pm Lunch

1:00 Evoking: We Learn What We Think As We Hear Ourselves Speak (Part 1)

- Change Talk: Expressing Importance and Confidence for Change
- Recognizing change talk
- Responding to change talk
- Eliciting change talk

2:30 pm Break

2:45 Evoking: We Learn What We Think As We Hear Ourselves Speak (Part 2)

- Building importance through the Values Card Sort
- Building Confidence through Scaling

4:15 pm Adjournment

Allan Zuckoff, Ph.D. is a clinical psychologist who has specialized in motivational interviewing training, research, and practice for more than 25 years. A member of the Motivational Interviewing Network of Trainers (MINT), he is past Chair of the MINT Board of Directors and was Editor of the *MINT Bulletin* and the online journal *Motivational Interviewing: Training, Research, Implementation, Practice*. He has been an international trainer of MI trainers. He has published more than 40 articles and chapters and 2 books related to this work, including *Finding Your Way to Change: How the Power of Motivational Interviewing Can Reveal What You Want and Help You Get There* (with Bonnie Gorscak, Ph.D.), and *Improving Treatment Compliance: Counseling and Systems Strategies for Substance Abuse and Dual Disorders* (with Dennis C. Daley, Ph.D.).

ACCREDITATION

Practice Level –Intermediate

- *J&K Seminars, LLC is approved by the **American Psychological Association** to sponsor continuing education for psychologists. J&K Seminars, LLC maintains responsibility for this program and its content. (6 hours)*
- *This course has been approved by J&K Seminars, LLC, as a **NAADAC Approved Education Provider**, for educational credits. NAADAC Provider #103381, J&K Seminars, LLC is responsible for all aspects of the programing (6 hours)*
- *J&K Seminars LLC, Provider #1080, is approved to offer social work continuing education by the **Association of Social Work Boards (ASWB) Approved Continuing Education (ACE)** program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. J&K Seminars maintains responsibility for this course. ACE provider approval period: 01/27/2024 – 01/27/2026. Social workers completing this course receive 6 Clinical continuing education credits.*
- *J&K Seminars, LLC has been approved by **NBCC** as an Approved Continuing Education Provider, ACEP No. 5599. Programs that do not qualify for NBCC credit are clearly identified. J&K Seminars is solely responsible for all aspects of the programs. (6 CE Credits)*
- *This program has been approved by the **Pennsylvania Board of Social Workers, Professional Counselors, and Marriage and Family Therapists** (6 hours)*
- ***Pennsylvania Department of Education – Act 48** approved for (6 hours)*
- *J&K Seminars, LLC, is recognized by the **New York State** Education Department's State Board for Psychology as an approved provider of continuing education for **Licensed Psychologists** #PSY-0140. (6 hours)*
- *J&K Seminars, LLC, is recognized by the **New York State** Education Department's State Board for Social Work as an approved provider of continuing education for **Licensed Social Workers** #SW-0174. (6 hours)*
- *J&K Seminars, LLC is recognized by the **New York State** Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for **Licensed Marriage and Family Therapist** #MFT-0041 (6 hours)*
- *J&K Seminars, LLC is recognized by the **New York State** Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for **Licensed Mental Health Counselors**. #MHC-0077. (6 Hours).*
- ***Ohio** Counselor, Social Worker, Marriage and Family Therapist- RCST111404 (6 hours)*
- ***State of Illinois** Department of Professional Regulation – J&K Seminars, LLC is a Registered Social Worker Continuing Education Sponsor – License #159-000833, and Marriage and Family Therapy Continuing Education Sponsor – License #168-000195 (6 hours)*
- *J&K Seminars is an approved provider with the **Florida Board of Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling**. Provider Number 50-1062. (6 hours)*
- *J&K Seminars, LLC is authorized by the **Board of Social Work Examiners in Maryland** to sponsor social work continuing education learning activities and maintains full responsibility for this program. This training qualifies for Category I continuing education units. (6 hours)*
- *J&K Seminars is an approved provider of continuing education by the **Texas State Board of Examiners of Professional Counselors for Licensed Professional Counselors** – Provider #1835 (6 hours)*
- *J&K Seminars is an approved provider of continuing education by the **Texas State Board of Examiners of Marriage and Family Therapists** – Provider #824 (6 hours)*



We accommodate persons with disabilities. Please let us know of any disability which may require special assistance.

Disclosure of potential conflicts of interest: The speaker receives royalties from the sale of books and has a website.

All Professionals (except psychologists) must complete the online feedback form to receive their CE certificate.

Refund Policy: We provide full refunds for cancelations made before the Webinar begins. If for any reason the program is cancelled, the liability of *J&K Seminars, LLC* shall be limited to a full refund of registration fees.

For more information, phone (800) 801-5415 or email - JK@jkseminars.com/ FAQ



Motivational Interviewing Facilitating Therapeutic Change

Presented by

Allan Zuckoff, Ph.D.

Friday, March 8, 2024

LIVE INTERACTIVE WEBINAR 9 a.m. - 4:15 p.m. ET

Individual Early Registration (received by February 9) _____	Registration Fee
Two or more together at the same time (by February 9) _____	\$165 per person
Regular Registration (February 10– March 1) _____	\$155 per person
Late Registration - (No Registrations After March 6) _____	\$185 per person
	\$200 per person

Please Print - Name & Degree as you want them to appear on your CE certificate

Name _____ Degree/License _____

Agency _____
Mailing Address to receive your nametag & receipt: ___ Home ___ Work

Street _____

City/State/Zip _____

Phone (W) () _____ (H) () _____

Fax () _____ Email _____

Additional Information

Your Profession: _____

Type(s) of CE Credit Desired: _____

FID# 23-3072383

Visa/MC/Disc/Amex# _____ Exp. _____ Signature _____

3-Digit Verification # on back of Visa/MC/Discover _____ 4 digit # on front of AMX _____

\$ _____ Amount Authorized/Enclosed - Make Checks Payable To: **J&K Seminars**

Send payment & registration form to J&K Seminars, 904 Church Rd, Wyncote, PA 19095 -1601
OR Register By Phone (800) 801-5415 OR FAX (717) 393-4605 OR online at www.JKSeminars.com

Audience - Human Service Professionals

- psychologists
- social workers
- licensed professional counselors
- school counselors and psychologists
- drug & alcohol
- counselors
- marriage & family therapists
- music therapists
- case managers
- rehabilitation counselors
- graduate students

About our Live Interactive Webinars

If you've never experienced one of our Webinars, we think you will like this modality. We make it easy. The Zoom Webinar we use requires no special software. You can view our Webinars on any internet connected device that has sound. You don't need a camera. We email the Zoom links with clear instructions, reminders and lots of backup support.

With our Zoom Webinars you will not see the other attendees, but you will have several ways to interact with our speakers in real time. There is no posttest. The CE credits you earn count as in-person by most professional boards. We will email your certificate within a week of the Webinar. It takes us a few days to verify your attendance and the completion of your Feedback form.

We do not provide CE credit to webinar participants watching in groups. Attendees must register and login individually to receive credit. Please contact us if you have additional questions or concerns.

Bonus: attendees can access the recorded Streaming Video of this Webinar for 30 days following the presentation.