



MOTIVATIONAL INTERVIEWING FOR SENIOR HOUSING

Advanced Learning Course



WHAT YOU WILL LEARN

- **How to reduce/avoid resistance to change**
- **The Stages of change and how to communicate**
- **How to create empowered conversations about change**
- **How to use values to guide conversations**
- **What creates barriers to change**
- **How to navigate sustain vs change talk**



MOTIVATIONAL INTERVIEWING FOR SENIOR HOUSING

The details



TRAINING LENGTH: 9 HOURS

- Training is completed in three sessions at 3 hours a piece, schedule a time that works for your team.

TRAINING STRUCTURE

Research shows smaller doses of learning improves retention and implementation of skills. Which is why we encourage training to take 2-3 weeks per course.



MOTIVATIONAL INTERVIEWING IN SENIOR HOUSING

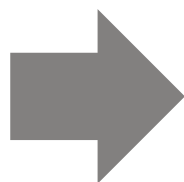
The Changes

BEFORE

Sales team

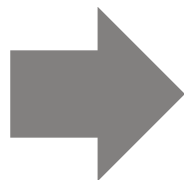
members say/do:

I NEED MORE
LEADS



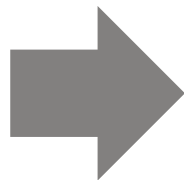
THESE ARE ALL VIABLE LEADS,
JUST IN DIFFERENT STAGES OF
CHANGE

THEY SAID THEY
WERE TOO YOUNG.
TIME TO ARCHIVE
THEM.



THEY SAID THEY ARE TOO
YOUNG, THEY ARE IN PRE-
CONTEMPLATION. NOW I KNOW
HOW TO SUPPORT THEM

TRANSACTIONAL,
LET ME ASK ABOUT
YOUR PROBLEMS



PERSONAL. LET ME LEARN
ABOUT THE PERSON, NOT JUST
THEIR PROBLEMS



MOTIVATIONAL INTERVIEWING IN SENIOR HOUSING

This course is great for you if...



**YOU NEED MORE
INDEPENDENT LIVING
RESIDENTS**



**YOU ARE
STRUGGLING TO KEEP
ENGAGEMENT AFTER
TOURS**



**YOU FIND MANY PEOPLE
MOVE IN AND THEN MOVE
BACK OUT QUICKLY**



**YOU HAVE
FUNDAMENTAL SALES
TRAINING, BUT WANT
TO ENHANCE YOUR
SKILLS**



**PEOPLE ARE MOVING
IN TOO LATE TO
ENJOY SENIOR LIVING**



**YOU WANT HIGHER OCCUPANCY
AND STABILITY**

WE'VE EXPERIENCED THIS SKILLSET TRANSFORM OCCUPANCY, CULTURE AND ENGAGEMENT WITH PROSPECTS AND RESIDENTS.