

## Evoking Strategies

Once you have partnered with the person to identify the Focus of the conversation, it is time to Evoke.

### 1. Reflect, Affirm, or Summarize Change Talk

### 2. Ask Evocative Questions

- What makes you want to make this change? (Desire)
- How confident are you that you could take this on? (Ability)
- What are the three best reasons for you to do it? (Reasons)
- How important is it for you to make this change? (Need)

### 3. Ask for Elaboration

- Use open-ended question that further explore a person's change talk. Get curious!

### 4. Ask for Examples

- When was the last time you were successful at (doing something similar)?

### 5. Look Back

- Ask about a time before the current concern emerged. How were things better, different?

### 6. Look Forward

- If you were 100% successful in making the changes you want, what would be different?
- What would your life be like five (days, months, years) after you made the change?

### 7. Query Extremes

- What are the worst things that might happen if you *don't* make this change?
- What are the best things that might happen if you *do* make this change?

### 8. Use Change Rulers (see pg. 5 for more ideas)

- Ask, "On a scale from zero to ten, how **important** is it to you to [target behavior] - where zero is not at all important, and ten is extremely important?"
  - Follow up: And why are you at \_\_\_ and not zero?
  - What might happen that could move you from \_\_\_ to [higher score]?
- Then ask, "On a scale from zero to ten, how **confident** are you that you could do [target behavior] - where zero is not at all important, and ten is extremely important?"
  - Follow up: And why are you at \_\_\_ and not zero?
  - What might happen that could move you from \_\_\_ to [higher score]?

### 9. Explore Goals and Values (see pg. 6 for more ideas)

- Ask what the person's guiding values are. What do they want in life? Using a values card sort or list can be helpful here. Ask how that behavior fits in with the person's goals or values. Does it help realize a goal or value or interfere with it? (Developing discrepancy)

### 10. Come Alongside

- Explicitly side with the negative (status quo) side of ambivalence. Perhaps \_\_\_\_\_ is so important to you that you won't give it up, no matter what the cost.