

## Applying Motivational Interviewing with Client Loss of Change Momentum: Tips and Strategies

Motivational interviewing (MI), as a counseling style, has been shown to be effective with a wide variety of problem behaviors such as substance abuse, adopting healthy behaviors (eating, exercise), treatment adherence and compliance, and other psychological problems. Because of this MI is increasing in popularity. Many practitioners from diverse backgrounds are integrating MI into their clinical repertoire.

This webinar will build on the "Fundamentals of Motivational Interviewing" by introducing participants to the specific application of MI to clinical challenges encountered when clients lose momentum when trying to implement change. These challenges include making slow progress, lapses and relapses, overly ambitious change expectations. After a brief review of the foundational concepts of MI, participants will be introduced to MI consistent strategies to address these common clinical challenges. Each challenge will be briefly discussed followed by proposed MI consistent strategies. The webinar will conclude with a brief overview of the evidence base for MI. Participants will gain the most benefit by having completed the Fundamentals of Motivational Interviewing webinar prior to this one.

### Target Audience

Psychologists      Social Workers      Counselors  
Therapists      Psychiatrists      Nurses  
Course level: Intermediate

### Learning Objectives

At the end of this seminar, participants will be able to:

1. Describe the philosophy or spirit of Motivational Interviewing.
2. Explain the MI perspective of clients' loss of momentum when changing.
3. Identify different clinical challenges associated with client loss of momentum.
4. Identify MI consistent and inconsistent strategies to address these clinical challenges.
5. Cite the current research supporting the efficacy of Motivational Interviewing.

### Seminar Schedule

Typically begins at 10:00 AM and ends at 12 PM Eastern time. However, check the webinar schedule.

# Outline

10:00(EST) - 10:15 Welcome and Introduction

10:15 - 10:15 Common clinical challenges

10:15 - 11:45 Ambivalence about change

11:45-12:00 Five clinical strategies

Our seminars are available in two formats. The first is a live, interactive webinar. If the webinar time is not convenient for you, you can purchase the Home Study version. It is a recorded version of the webinar. You will have to pass a test to earn CE's for both the live webinar and the Home Study version.

### Continuing Education Credit

To earn CE's, you must attend the entire webinar. No partial credit is available. For both the webinar and the home study version, you will have to pass a post-test with 80% correct and complete a seminar evaluation to earn the certificate. You can take the test up to three times. Participants will earn 2 CE's for attending once they have completed these requirements.

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## The Presenter

Michael Madson earned his PhD in counseling psychology from Marquette University in 2005. He is a Professor in the School of Psychology at the University of Southern Mississippi and a Licensed Psychologist in Mississippi. Dr. Madson directed a brief motivational intervention focused on harm reduction related to use of alcohol and cannabis among college students at USM and teaches graduate classes in counseling and psychotherapy and substance use treatment. Dr. Madson co-authored the book *Fundamentals of Motivational Interviewing: Tips and Strategies to Address Common Clinical Challenges* that was based on MI research, clinical and training experiences. He served as the Director of Faculty Development and Training Fidelity for the project *Screening and Brief Intervention and Referral to Treatment Training for Medical Students and Residents in Mississippi* funded by the Substance Abuse and Mental Health Services Administration. He was also the Motivational Interviewing Director for *Hub City Steps*, an MI enhanced lifestyle intervention aimed at reducing hypertension among African American individuals funded by the National Institute for Minority Health and Health Disparities. Since completing his Motivational Interviewing Network of Trainers training in 2006, Dr. Madson has provided basic, intermediate, and advanced MI training at the local, state, regional, and national level. He has provided clinical services at the Milwaukee VA, the Medical College of Wisconsin in the Department of Plastic & Reconstructive Surgery and the Transplant Department, and at Rogers Memorial Hospital in the OCD unit.

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This seminar has been reviewed and approved by Keith Hannan, Ph.D., Phil Rich, LICSW, Daphne Fatter, Ph.D., and Loreen Yearick, MSN, RN. This approval expires on March 1, 2025.

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