

## MEMORANDUM

September 28, 2011

TO: CAA Executive Directors  
CAA Program Directors  
Professional Alliances (ETPA, OPPA & OMPA)

FROM: Heather Lockard, Training and Development Manager

SUBJECT: Working with the Difficult to Employ Case Management Training

Some of the most difficult customers we serve these days have multiple barriers to employment and are difficult to engage – and also difficult to employ. These types of customers have situations that cannot be solved through basic case management. They need specific strategies for employment. This session will provide you with practical tools and strategies you can use to more effectively engage these customers and will also provide opportunities to brainstorm and share promising practices with your coworkers.

This training will be held on Thursday, December 8, 2011 from 9:00am-4:00pm at the MACA office, 2014 William Street, Jefferson City, MO. The training will be conducted by Ann Merrifield, the Director of Procurement for the Kaiser Group, a consulting and workforce development services delivery firm that is well-respected as a leader and advocate of innovation in the workforce development arena, and serves as a trainer/consultant for Dynamic Works Institute.

### What you will learn:

- Why customers resist your efforts to engage them
- Techniques for finding the “hidden” motivators customers already have
- How to use customer motivators to get them to see your program as a benefit to them
- Motivational interviewing techniques to identify and use their motivation to promote participation in your program and reinforce their commitment to find and retain employment
- How to transform participants’ complaints about their present lives into goals for the future
- Strategies for dealing with change
- Skills and techniques to identify potentially volatile situations, create a positive environment to prevent negative feelings from escalating, defuse disruptive behaviors when they occur, and develop strategies to keep everyone safe
- Tips to keep clients motivated during job search
- Benefits of using a “captain and coach” approach to case management
- Information and tools to help your job seekers define their goals in order to identify career and job opportunities that will be a catalyst for attaining the life they design for themselves

**There is limited space for this training session and MACA will work to give all agencies representation.**

There is **no registration fee** for this training. For planning purposes, we ask that you complete the following registration form and return it to the MACA office no later than November 23, 2011. Each individuals will be responsible for meals and lodging.

If you have questions please do not hesitate to contact the MACA office at 573-634-2969

cc: Elaine West  
Valerie Howard