Mobility Tool Kit Step 1:
Identify the problem: The urgency for Mobility strategies
Why Are We Striving for Mobility?

- I have discussed ASWB’s effort to achieve mobility with many groups of professional social workers. They are all very favorable; they want this improvement in their work world so that they can work across jurisdictional lines and provide continuum of care for clients who move.

- Mobility is also critical for public information and protection. We ask the public to understand obscure initials after our names. How can they know that an LICSW is the same as an LCSW? How can they find the resources they need if they move to a different jurisdiction? The public has a right to know what these initials mean, but our present chaotic system makes it very difficult for them to understand.
Moving Forward

• Now is the time, my friends! We desperately need to move Mobility forward for our clients and also for our profession.

• In the past we have worried (I include myself) that “It can’t be done.” “There are too many obstacles in my jurisdiction.” “ASWB is developing this to get more business or to gain power in jurisdictions.” “It’s too hard.”

• Enough! All worry is either too early or too late, so let’s stop fretting and criticizing. Negativity just keeps us moving in place and not going forward.

• As Barbara Bush said: “No complaining and no explaining. Just get the job done!”
This is Our Moment!

• One of my favorite Bible verses is from Esther 4:14, which reads:

Perhaps this is the moment for which you have been created.
Ambassadors for Mobility

• So let’s all prepare to live in this moment, to be optimistic, and to be ambassadors for Mobility with all the decision-makers we encounter.

• It will take energy and courage and conviction. But we have trained for this all of our careers!

• Think of three concentric circles. In the center circle is the Why. In the second circle is the How. In the third circle is What.

• People will respond the best, and join the parade most quickly, when they get the Why! That means our conviction about Mobility is critical. They will care about How and What—but only after they catch the fire of Why!
Our Model of Persuasion: LBJ

- US House of Representatives, 1937-1949
- US Senate, 1949-1961
- Majority Leader in Senate, 1955-1961
- Vice President, 1961-1963
- President, 1963-1969
Lyndon Johnson passed over 1,000 bills as President. How did he do it?

• He passed more bills than any other president except Franklin Roosevelt, who was in office for almost 12 years. The bills Johnson passed changed US society forever.

• His bills included Medicare and Medicaid, Civil Rights, wilderness preservation, car seat belts, education, health care, and many other massive topics that still affect us today.

• Johnson was extremely skilled at persuasion. He was convinced that he was “created for this moment.”
Johnson used timing well. A version of the Civil Rights Act was introduced by Kennedy. Johnson used the national angst about Kennedy’s death to further that bill. Timing works to our advantage when people are fatigued.
He was known for *The Johnson Treatment*. What was that?

- He listened carefully to other people and learned about their needs and desires.
- He researched people and therefore knew whose brother wanted a job in the government, or whatever, and could use that information as bargaining chips. He used **reciprocation**.
- He could criticize someone for actions or beliefs.
- He was great at cajolery.
- He cried and used other emotions. It worked because it was an honest reflection of his beliefs.
More Johnson Treatment

• He used his body movements to make points: he moved closer; he widened and narrowed his eyes; he moved his eyebrows. He often mirrored the movements of his listener.

• He believed he could build a common cause with people—he believed in himself and his cause.

• He cared about people and their needs.
Johnson Treatment ...

• He told STORIES!! Stories must be appropriate to the discussion and short enough to make an impact.

• His pockets were full of papers that gave data, facts, benefits of the law he championed. He did his research!

• He appealed to folks’ moral sensibilities.

• At times he used fright to make his point, too.
More of The Johnson Treatment

• He framed his arguments by choosing words carefully.

• He often used WIT. He wasn’t afraid to play the fool to make his case. He laughed a lot.

• He adjusted his strategy to the individual.
Social Workers Know How to Offer Treatments!

• We are skilled at sizing people up and discovering their needs.

• We have a lot of training in communication, so we know how to use body movements to make our case, and how to shape our sentences to be persuasive.

• For instance, start moving physically toward the goal. Explain how you are going to the next “decider” buttressed by the first decider’s agreement.
Watch Our Language!

- Avoid using fillers like “mm...” or “I mean” or “you know” or “like.” These signal lack of confidence in what you want to say or even whether you know what you mean.

- Practice what you want to say to the deciders. Get in front of the mirror and see how your facial expressions either signal trustworthiness or lack or confidence. Great performers in music and basketball and any other skill-based effort (like persuading) spend at least 10,000 hours practicing their skill. We should do likewise.

- Use herd behavior as an incentive. Be charming and confident, so that, even if you aren’t the leader, the listener may see you as a leader. People want to follow the herd.

- Don’t speak too fast.
Choose Your Actions Carefully

• Moving toward the goal is physical as well as mental. Making statements like “Let’s go now to talk to the senator” and actually starting to walk can make an impact and create a sense of urgency.

• Offer the listener a warm drink like coffee or tea. Having warmth in your hands makes you feel comforted and secure in the discussion.
Think About Persuasion

- Ask “Yes” questions or make “you betcha” statements. Saying “I know that you care about the public and so do I” puts people in the mood to be positive.
- “Touch” people verbally by offering praise or reassurance.
- Have your data at hand to answer questions.
Dorinda Noble Succumbs to The Johnson Treatment