Emprov

FLAGSHIP CASE STUDY: HOMEWARD BOUND OF MARIN

FRONTLINE CAPABILITY & MI IMPACT

30 Case Managers. Complex Conversations. Adaptive Frontline Capability.

How housing and veteran services professionals built adaptive communication capability to navigate ambivalence, strengthen trust, and drive meaningful client outcomes.

100%
SUPPORT AUTONOMY
Agreed they could better support client autonomy during disagreement.

95.2%
EXPLORE REASONS
Increased skill in uncovering internal motivation for change.

90.5%
BUILD TRUST
More confident building trust with reluctant residents and clients.

90.5%
ELICIT PERSPECTIVE
Better distinguish advice-giving from eliciting perspective.

9.7/10 Training Value Score — Average participant score

90.5% Top Satisfaction — Rated training a 9 or 10

+85.7 Net Promoter Score — World-class advocacy

SKILLS PARTICIPANTS PLAN TO APPLY

- ✓ Reflective Listening
- ✓ OARS Communication
- ✓ Building Rapid Trust
- ✓ Open-Ended Questions
- ✓ Affirmation Frameworks
- ✓ Client Engagement

PARTICIPANT VOICES

> *"OARS is my new go-to tool."*

> *"I will utilize affirmations and reflections more in my work with clients."*

> *"Listen while working towards outcomes versus just gathering information."*

INSTRUCTIONAL ARCHITECTURE

The Emprov 4-Stage Capability Progression

STAGE 1
1. Learn
Establish core evidence-based foundations in Motivational Interviewing & relational alignment.

STAGE 2
2. Activate
Apply skills in domain-specific simulations to turn knowledge into real-time frontline behavior.

STAGE 3
3. Embed
Integrate communication frameworks directly into daily workflows, case reviews, and supervision.

STAGE 4
4. Sustain
Build leadership coaching capacity and measurement systems that keep capability active over time.

> **"If another Director asked if it was worth it, I would say absolutely. The process broke down Motivational Interviewing so effectively that even staff who already knew MI learned quite a bit."**
> — Chief Program Officer, Homeward Bound of Marin

BOTTOM-LINE RESULT

Learners reported meaningful gains in their ability to engage clients, support autonomy, build trust, and facilitate behavior change using Motivational Interviewing skills.