

## 6

## Steps to Motivate Action

1

**Introduce the Problem**  
(What's the client's issue?)

2

**Reveal the Mechanism**  
(How we got here.  
Why it's a problem.)

3

**Explain the Implication**  
(How does this negatively  
impact the client?)

4

**Propose a Solution**  
(Identify a solution that  
can help solve this issue.)

5

**Reveal the Mechanism**  
(How does the solution solve  
the problem? CONS first; Prove  
that the solution can help.)

6

**"Was this helpful?  
If so, here's what we  
should do next..."**

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