



Counseling with both eyes open

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Objective

1. Name two ways to build connection with new mothers.
2. Identify two common emotional “triggers” for women making infant feeding decisions.

Abstract

This client-centered counseling approach gives a fun look at rapport-building strategies that help counselors quickly identify hidden motivators and emotional triggers to enhance effective messages about breastfeeding. The training discusses active listening techniques that help motivate a woman in making positive behavior changes, as well as examining counselor motivations and teaching styles that impact the counseling encounter.

- I. Factors that Impact the Way Mothers Receive Information
 - A. Brain hardwiring during pregnancy and beyond
 - B. What women know vs. what they want
 - C. Emotional triggers that drive decision-making
- II. Establishing Rapport with New Mothers
 - A. Connection before content
 - B. Using open-ended questions and probes effectively
 - C. The power of “affirmation”
- III. Educational Messages that Resonate
 - A. Quick adult learning techniques that affect information retention
 - B. The power of praise

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