Assessing Importance and Confidence

Assessment Ruler
“How important would you say it is for you to _______________?” On a scale from 0 to 10, where 0 is not at all important and 10 is extremely important, where would you say you are?

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all Important</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Extremely Important</td>
</tr>
</tbody>
</table>

“And how confident would you say you are that if you decided to ___________ you could do it?” On the same scale from 0 to 10, where 0 is not at all confident and 10 is extremely confident, where would you say you are?

<table>
<thead>
<tr>
<th>Low importance, low confidence</th>
<th>Low importance, high confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>These people neither see change as important nor believe that they could succeed in making such a change if they tried.</td>
<td>These people are confident that they could make the change if they thought it were important to do so but are not persuaded that they want to change.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High importance, low confidence</th>
<th>High importance, high confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Here the problem is not in willingness to change, for these people express desire to do so. The problem is low confidence that they could succeed if they tried.</td>
<td>These people see it is important to change and also believe that they could succeed.</td>
</tr>
</tbody>
</table>

To determine the participant profile ask questions to determine their readiness and ability to change at this time. These questions can include the following:

**Assessing Importance**

Ask the participant the following 2 questions and then explore each with suggested questions below.

**How important is the change to you?**
**How successful do you think you will be regarding the change?**

**Useful questions to explore importance:**
- What would have to happen for it to become more important for you to change?
- What would have to happen before you seriously considered changing?
- Why have you given yourself such a high score on importance?
- What would need to happen for your importance score to move up from … to …?
- What stops you moving up from … to …?
- What are the good things (or things you like) about (current behavior)?
- What are some of the less good things (or things you dislike) about (current behavior)?
- What concerns do you have about (current behavior)?
- If you were to change, what would it be like?
- Where does this leave you now? (When you want to ask about change in a neutral way.)

**Useful questions to build confidence:**
- What would make you more confident about making these changes?
- Why have you given yourself such a high score on confidence?
- How could you move up higher, so that your score goes from … to …?
- How can I help you succeed?
- Is there anything you found helpful in any previous attempts to change?
- What have you learned from the way things went wrong last time you tried?
- If you were to decide to change, what might your options be? Are there any ways you know about that have worked for other people?
- What are some of the practical things you would need to do to achieve this goal? Do any of them sound achievable?
- Is there anything you can think of that would help you feel more confident?