



The Yoda Factor

Do you remember Yoda, the little green creature in Star Wars? He is the coach that trains the Jedi Knight through his transition into adulthood, confirming his value and ability to win. As a career counselor or coach, you can have that Yoda Factor to guide your clients through making change. No matter what their age, you clients will benefit from Yoda's message of confidence and courage to change.

Learning Objectives

Participants will:

- **Learn to recognize change readiness**
- **Understand the models of change and how they work**
- **Discover the connection between confidence and change**
- **Practice how to accelerate change with goals**

Endorsement:

Using the analogy of Jedi Master, Yoda, mentoring Luke Skywalker, Dr. Minski provided key strategies for career coaches to help them guide their clients in setting realistic and attainable goals. The "Yoda Factor," involved setting SMART goals, recognizing change readiness, holding clients accountable, and employing a "Goal Tender" who will be the friend to hold the client accountable. Dr. Minski's use of a well-known and beloved movie clearly resonated with the audience. Everyone knew the importance of successfully training Luke Skywalker for his mission, and the patience and supportive behavior required of Yoda as he worked with young Luke as Luke discovered his powers and learned to manage them effectively to achieve his desired goal. The use of analogy along with research results regarding goal setting, which came from Dr. Minski's own work, also made the presentation particularly engaging and credible.

I highly recommend Dr. Minski as a presenter. The audience is sure to be engaged, informed, and left with easily applied skills and insights.

Sincerely,

Hudson Whitenight, President, ACP Greater Philadelphia Network