







JOB SEEKER EMOTIONAL MODES AND INTERVENTIONS

Emotional State	Core Need	Nudges	Interventions
Stalled: Behaviors: <i>take a break, deny, procrastinate; feel over confident</i>	Inspiration, Information and Kick in the pants 	Force engagement Get to the root cause of unemployment Create a plan Principle approach: skill building and job matching Provide obtainable tasks Create milestones and deadlines	Initiate contact and check back later Provide relatable examples of similar situations; Communicate the value of acting now; Provide work assignments Engage in conversation/ get realistic view "This is hard but results can be achieved"
Discouraged: Behaviors: <i>withdraw, turn to vices, lie to friends & family; blaming others; angry</i>	Emotional Support, Hope 	Find new ways to reach these people—they don't come into the job centers Let them tell their story Connect people to cohorts, community-based organizations and support systems Provide mental health referrals	Share reliable success stories Get people to establish goals Guard against vices Structure small successes to build confidence Volunteer internships to engage in the working world Connect to a mentor
Panicked Behaviors: <i>file for bankruptcy, accept lower jobs, sell things</i>	Address Emergencies 	Provide emotional support Build support networks Connect them to mental health services or support groups and follow-up to ensure connection is made	Connect to social services; Provide concrete information and options Provide support in the moment Work with service providers for a fresh approach Focus on the plan
Elated Behaviors: <i>relax, rest on false hopes; is celebrating overcoming a huge barrier</i>	Channel Momentum, Get on Even Plane 	Channel energy to move forward Celebrate and recognize their successes, while reminding them of the work ahead Expand networks Create short and long term plan Test expectations periodically Build self-esteem through coaching	Identify potential roadblocks and pragmatically problem solve them Develop easily obtainable goals, break them down into small steps Make sure they are "working" their program Assist in realistic research on skills needed by employers Connect to job networks
Wandering Behaviors: <i>aimlessly apply, explore many directions, do busy work; overwhelmed</i>	Structure and Guidance 	Create an Overall plan Prioritize approach: skill building or job matching; Create milestones and concrete deadlines Give responsibility	Create affinity groups and cohorts Help people explore desires and learn about options Instill accountability for tasks to be accomplished in their plan

JOB SEEKER EMOTIONAL MODES AND INTERVENTIONS

		Match job seekers with mentors Coach on dreams and realities	Ask what an ideal job would be Provide work experience Enroll in a self-discovery workshop; Give industry specific information/support
Ready for Action Behaviors: <i>focus, start a flurry of activity</i>	Self- Direction and Encouragement 	Be Self aware Get access to information Clarify priorities Get a reality check	Upgrade skills Know how to tell your story Prepare materials Make connections Follow up on leads and track progress