**Make the Pros Outweigh the Cons**

*Principle:* *In order to progress from Contemplation to effective action, the Cons of changing must go down.*

Acknowledge ambivalence by presenting a list of Cons. Ask Contemplators to continue adding to their list of Pros and to shrink Cons by:

1. Comparing them to important Pros
2. Asking if they’re really as important after all
3. Asking them how they can lessen Cons (e.g., by substituting healthier alternatives like the patch for cigarettes)
4. Helping them challenge or counter the Cons.

**How Coaches Can Help**

Coaches can help the Pros outweigh the Cons by:

- Letting Contemplators know that you understand that making changes has its Cons or costs
- Avoiding debates about whether making changes is worth it
- Using motivational interviewing strategies like empathy and respect to help Contemplators resolve ambivalence
- Helping clients grieve losses that can come with change.
Consider Others

**Process: Environmental Reevaluation**

Environmental Reevaluation combines both affective and cognitive assessments of how a destructive behavior affects one’s social environment and how changing would impact on that environment. Empathy training, value clarification, and personal testimonials can facilitate such reevaluation.

Facilitate Environmental Reevaluation by asking Contemplators to consider the effects that not stopping their problem behavior has on others.

**How Coaches Can Help**

Coaches can encourage Environmental Reevaluation by:

- Working with Contemplators to identify the negative consequences that continuing their problem behavior has on others
- Asking which, if any, of these consequences their loved ones, friends, and co-workers may have experienced
- Providing articles, books, or videos, that depict the effects of the problem on others.

Keep the goals small. The aim is to motivate the Contemplator to progress.
Dramatic Relief involves emotional arousal about one’s current behavior and relief that can come from changing. Fear, inspiration, guilt, and hope are some of the emotions that can move people to contemplate changing. Role playing, grieving, and personal testimonies are examples of techniques that can move people emotionally.

Introduce different types of emotions and the notion that allowing oneself to feel emotions is an important part of the change process. Recommend good ways to increase emotional awareness, like reading books, watching videos, or listening to personal testimonials. These are the same intervention materials used for Environmental Reevaluation and Self-Reevaluation, but the goal now is to focus more on feelings and signs that one may be defending against feelings.

How Coaches Can Help

Coaches can enhance Dramatic Relief by:

- Helping Contemplators to identify feelings
- Encouraging Contemplators to write in a journal to express their emotions
- Helping Contemplators recognize when they’re defending against emotions that would help them progress.