

EVOCATION: WHY THERAPY CAN BE BRIEF

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MA LEARNS TO READ



0.1

The Difference
Between
Traditional and
Evocative
Therapies



Traditional: Deficit assumption

Clients are:
Damaged (genetically, neurologically,
developmentally, emotionally,
relationally)
Missing skills
Missing information
Missing insight
Missing motivation

0.2

The Difference
Between
Traditional and
Evocative
Therapies



Evocative: Resource assumption

Clients have:
Resources
Abilities
Skills
Strengths
Solutions
Knowledge
Motivation

0.3

The Difference
Between
Traditional and
Evocative
Therapies



Traditional: Role of the Therapist

Therapist is:
Expert in what is wrong
Knows what is normal and what is not
Has a model of mental health that
explains what's wrong and how to
correct it
Adding information or new beliefs

0.4

The Difference
Between
Traditional and
Evocative
Therapies



Evocative: Role of the Therapist

Therapist is expert in:
Change process
helping access client's abilities,
resources, skills, strengths, solutions
knowledge and motivation
Client is expert in:
His or her complaints, suffering,
longings, and perceptions of and
responses to therapy
His or her own life/values, preferences
What works and doesn't

THE HORSE KNOWS THE WAY

1.1

How to Use
Evocative
Methods



Evocative Method 1

Find an ability, value or some
knowledge:
At work
In hobbies or interests
In the past
In the present

ERICKSON LEARNS TO PRONOUNCE GOVERNMENT

1.2

How to Use
Evocative
Methods

Evocative Method 1

Evocate that ability through:
Questions

Therapist response

Noticing and highlighting it

Storytelling

In-session or between-
session task

Hypnotic phenomena

1.3

How to Use
Evocative
Methods

Evocative Method 1

Link/help transfer that ability
through:

Questions

Linking words (when, the
next time, if, then)

Change verb tenses
(problem in past; solution in
present or future)

Task assignment

Presupposition

Post-hypnotic suggestion

THE AFRICAN VIOLET QUEEN

2.1

How to Use
Evocative
Methods



Evocative Method 2

Transform a liability/
problem into a resource/
solution:

Value that experience, trait,
problem

Think of a context in which
it could lead the client
toward their longings and
goals

I UNDERSTAND
YOU HAVE
EXPERIENCE
AS A
CARPENTER



THE GAP IN
THE TEETH



3.1

How to Use
Evocative
Methods



Evocative Method 3

Notice and highlight what
works

Evoke contexts of
competence

Evoke contexts for helpful
experiences

A BOY IMPROVES HIS WRITING

4.1

How to Use
Evocative
Methods

Evocative Method 4

Tell a story/use metaphor
Use art (music, poetry,
visual arts, dance, film,
novels, plays, etc.)

THE BRICK WALL STORIES

5.1

How to Use
Evocative
Methods

Evocative Method 5

Presuppose

**“I DON’T
KNOW HOW
YOU WILL
CHANGE”**

6.1

How to Use
Evocative
Methods

Evocative Method 6

Give the client something
ambiguous on which to
project meaning and
positive change

Ambiguous task
assignments

Empty words and phrases

**BOTANICAL
GARDEN**

7.1

How to Use
Evocative
Methods

Evocative Method 7

Give the client something to
resist that can lead in a
positive direction

Noxious tasks

Insults

**“MAY HE
DROWN IN HIS
OWN SPIT”**

8.1

How to Use
Evocative
Methods

Evocative Method 8

Disrupt repeating patterns
The good news and bad
news about brain plasticity

**WALK TO GET
YOUR
CIGARETTES
AND ALCOHOL**

**FOR ME, SHIFTING
TO THE EVOCATION
ORIENTATION WAS
A REVOLUTION**

- LESS WORK
- LESS DEEP DIVING/SPECULATING TO FIND THE “TRUE CAUSES” OR “ISSUES”
- MORE CONFIDENCE
- LESS WORRY ABOUT IMPOSING MY VALUES OR IDEAS
- MORE PARTNERSHIP AND EMPOWERMENT

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