

**John W. Maag, Ph.D.**  
**Keynote Address**



**Presentation Title**

I Can't Make You: Attitude Shifts and Derailments for Resistance

**Presentation Description**

How do we respond to a student that says “Make me!” Our authority has been threatened. Yet, we can't make others do anything. Therefore, we want to set an example that shows other students they can't get away with misbehaving. Unfortunately, most of the ways we try and set an example have the opposite effect and actually increase resistance. The solution is to change our responses to students' resistance rather than trying to force students to comply. Do you disagree with me? If so, then I have just created your resistance. I can change that. The key is understanding the difference between knowledge and knowing. In the presentation resistance will be reconceptualized and techniques for managing it will be presented.

**Objectives:**

- How paradigms impact perception and practices
- Developing rapport using children's behavior
- Avoiding power struggles
- Using resistance to obtain compliance

**Bio**

John W. Maag, Ph.D.

Dr. Maag is a Professor at the University of Nebraska-Lincoln where he specializes in the education and treatment of children and adolescents with emotional and behavioral disorders. He is a nationally recognized behavioral consultant on best practices for managing resistance and improving relationships with others. Dr. Maag has published over 90 articles and four books. He has won teaching awards including a University wide award for teaching excellence.