Dr Jeff Breckon is a Reader in Exercise Psychology and is a Chartered Sport and Exercise Psychologist. He has over 20 years clinical experience in health behaviour change and specialises in the clinical and research application of Motivational Interviewing in physical activity and sport settings. He is a member of MINT has delivered the training new trainers programme in Sitges (2009) and Krakow (2013). He has published and presented on MI internationally and is involved in a number of clinical trials applying MI to a range of populations.