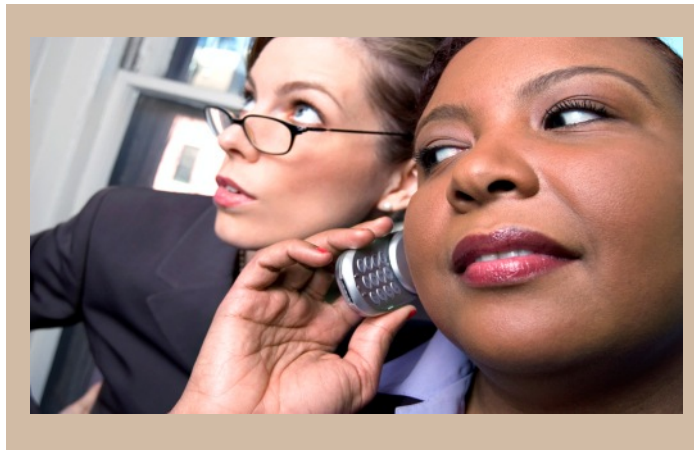


Communicating Through Listening

The power and seduction of listening

Written by Susan Kremers, TLI Faculty Member



"Inspiring Dreams, Realizing Potential"



OVERVIEW

WHAT IS EFFECTIVE LISTENING?



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"Knowledge Speaks, Wisdom LISTENS." - Jimi Hendrix

Welcome to Communicating through Listening!

What is Effective Listening?

"To be completely committed to listening to the entire message of the speaker before you begin to formulate your response."

- Rob Zarrilli



OVERVIEW

WHY LISTEN EFFECTIVELY



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Why listen effectively?

- ✓ Listening is one of the absolute, must develop, skills of a leader and all it really requires is some basic skills.
- ✓ Studies show that we listen at about a 25% capacity; Can you afford to forget or distort 75% of what is happening around you?
- ✓ Even if we devote our full attention to listening, we cannot maintain 100% capacity for very long.
- ✓ At 100% the message we are listening to must be urgent to sustain our full attention.
- ✓ Lazy listening can be costly personally and professionally.



OVERVIEW

TODAY'S LISTENING TOPICS



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Today's Listening Topics

- ✓ How good listening skills improve morale and PROFITS
- ✓ The 3 Types of Listeners
- ✓ The 4 Key elements of good listening:
 - Hearing the message*
 - Interpreting the message*
 - Evaluating the message*
 - Responding to the message*



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In business, listening builds on itself...

Effective listening lays the foundation for clear understanding.



Clear understanding allows an appropriate response.



An appropriate response facilitates high quality communication.



High quality communication promotes organizational cooperation.



FOCUSED
LISTENING IS
GOOD
BUSINESS!



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FOCUSED
LISTENING IS
GOOD
BUSINESS!



Organizational cooperation improves employee morale.



High morale increases job commitment.



Job commitment leads to peak productivity.

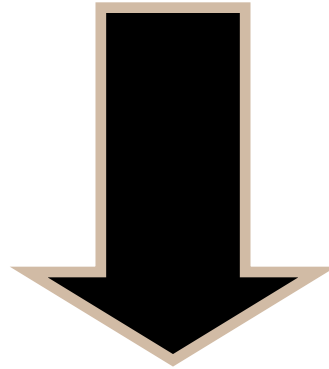


High commitment develops the desire to work more effectively and within a team... which leads to a desire to listen productively.



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Good Listening = Good Business



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FOCUSED
LISTENING IS
GOOD
BUSINESS!



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In business, listening builds on itself, *cont' d...*

- ✓ Individual and team success are greatly influenced by the quality of relationships and the communication that takes place.
- ✓ Companies thrive when team members are good listeners.
- ✓ Listening helps employees...
 - Understand problems*
 - Collect important information*
 - Clarify procedure*
 - Build Relations*
- ✓ Good communication will enhance trust and respect and eliminate road blocks.



WHY ARE
SALESPEOPLE
POOR
LISTENERS?

EGO

FOCUS



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Why are sales people such poor listeners?

✓ Ego

"Big egos have little ears."

— Robert Schuller

✓ Focus



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3 TYPES OF
LISTENERS

QUIET &
PASSIVE

FALSE
COMMUNICATOR

ACTIVE LISTENER



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3 Types of Listeners

Type #1: Quiet & Passive

- ✓ The daydreamer

Type #2: False Communicator

- ✓ Misses the true meaning of the message.

Type #3: Active Listener

- ✓ Gets the message.



Which type of listener are you?



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4 KEY
ELEMENTS

HEARING THE
MESSAGE



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Key Element #1: Hearing The Message

- ✓ Our brain recognizes sound as it enters the ear.
- ✓ Hearing is the beginning of the listening process. It is nonselective and involuntary. However, when you choose to listen, it is on purpose.
- ✓ In order to listen to a speaker, we begin by hearing and selecting oral messages, and accompanying nonverbal signals.



4 KEY
ELEMENTS

DEFLECTING



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Key Element #1: Hearing The Message, *cont'd...*

Deflecting

- ✓ Deflecting shows that we're preoccupied with another topic.
- ✓ Many of us deflect unwittingly by sharing our personal experiences when we should be focusing on the other party.
- ✓ Don't be a topper.
- ✓ Sharing personal experiences can help in counseling situations; be selective and use them carefully.
- ✓ Be certain to remain focused on the other person and don't change the subject.



4 KEY
ELEMENTS

WHY DO WE
LISTEN?

REMEMBER



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Key Element #1: Hearing The Message, *cont' d...*

- ✓ We choose to listen because:
 - The message is important.*
 - We are interested.*
 - We feel like listening.*
 - We listened to this kind of information in the past.*
 - We like or respect the person speaking.*
- ✓ 3 points to remember when hearing a message:
 1. *Care.*
 2. *Pay attention.*
 3. *Select what is important.*



4 KEY
ELEMENTS

INTERPRETING
THE MESSAGE



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Key Element #2: Interpreting the Message, *cont'd...*

- ✓ Interpreting a speaker's message means coming to a mutual understanding of the speaker's meaning.
- ✓ Listeners often experience problems at the interpreting level because no two people perceive a message in the same way.
- ✓ We probably do not interpret accurately in most listening situations.



4 KEY
ELEMENTS

WORDS



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Key Element #2: Interpreting the Message, *cont'd...*

Words

- ✓ Words themselves have little meaning.
- ✓ What is the difference between these two statements?

"When I look at you, time stands still."

"You have a face that would stop a clock."



4 KEY
ELEMENTS

FILTERS



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Key Element #2: Interpreting the Message, *cont'd...*

Filters

- ✓ Some Filters that increase or decrease our listening capacity include:

Memories

Expectations

Environment

Attitude

Beliefs

Values

Past experience

Mood

Intelligence

Age

Language and vocabulary

Attention span

Ego



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4 KEY
ELEMENTS

STONE OF
VOICE



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Key Element #2: Interpreting the Message, *cont'd...*

Tone of Voice

- ✓ Voice conveys approximately 30% of the meaning of a message.
- ✓ Voices can be insistent, pleading, questioning, whining, demanding, etc.



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4 KEY
ELEMENTS

NONVERBAL
CUES



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Key Element #2: Interpreting the Message, *cont'd...*

Nonverbal cues

- ✓ A nonverbal cue, or body language, is a message sent by such things as a speaker's gestures, facial expressions, eyes and posture.

More than 50% of human interaction is through nonverbal communication.

4 KEY
ELEMENTS

REMEMBER



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Key Element #2: Interpreting the Message, *cont'd...*

✓ 3 Points to Remember when Interpreting a Message:

1. *Understand your personal filters*
2. *Use all 5 channels*
3. *Ask for clarification*



4 KEY
ELEMENTS

EVALUATING
THE
MESSAGE

REMEMBER



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Key Element #3: Evaluating the Message

- ✓ Good listeners make sure they have all of the key information before forming an opinion.

- ✓ 3 points to remember when evaluating the message:
 - *Ask Questions*
 - *Analyze the Evidence*
 - 3. *Don't jump to conclusions*

4 KEY
ELEMENTS

RESPONDING
TO THE
MESSAGE

PROBING



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Key Element #4: Responding to the Message

Good listeners accept responsibility to provide feedback to the speaker to complete the communication process.

Probing

- ✓ The most skilled communicators' responses in counseling situations involve a lot of probing.
- ✓ Not all questions you might ask will be effective. Avoid questions that challenge what has been said.
- ✓ In addition, a question that changes the subject before the current subject is resolved isn't effective communication.
- ✓ Effective probing is nonjudgmental and flows from what was previously said.



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4 KEY
ELEMENTS

REFLECTING



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Key Element #4: Responding to the Message, *cont'd...*

Reflecting

- ✓ As mentioned above, when we listen we should show the other party that what they are saying to us is being heard.
- ✓ Reflecting is paraphrasing back to the speaker what they said.
- ✓ Reflecting can take other forms than paraphrasing back to someone what was just said.
- ✓ One of the things we often notice when we reflect during a conversation is that the meaning we have ascribed to what we've heard has missed the speaker's intended meaning.
- ✓ When speakers hear us reflect, they get a chance to correct any misunderstanding that we have.



4 KEY
ELEMENTS

REFLECTING,
cont' d...



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Key Element #4: Responding to the Message, *cont' d...*

Reflecting, *cont' d...*

- ✓ For most of us, it takes a lot of practice before we become natural and effective at reflecting.
- ✓ Good listeners have a strong desire to reach a common understanding. Confident responses inform the speaker that:
 - The message was heard.*
 - It was understood.*
 - It was evaluated appropriately.*



4 KEY
ELEMENTS

REMEMBER



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Key Element #4: Responding to the Message, *cont'd...*

✓ 3 Points to Remember when Responding to the Message:

1. *Want to reach a common understating*
2. *Give feedback verbally and or nonverbally*
3. *Avoid confusing messages.*



SUMMARY



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SUMMARY

An easy way to remember great listening skills:

- L** Look at the Person
- A** Ask Questions
- D** Don't Change the Subject
- D** Don't Interrupt
- E** Empathize
- R** Respond

Listening increases morale, productivity and profits. Stay focused and probe when necessary to understand the true meaning of the conversation. Finally, be **ACTIVE** in the conversation.

Great listening will lead to great things!



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