

# The Business of Listening

## Situation:

**Listening** *n*: "the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages"

Sounds simple? In principal, yes. In practice, the ability to listen is one of the most significant and most difficult aspects of leadership. Listening skills are crucial to being an effective leader, as well as being a major factor in the success or failure of team dynamics, supervisory relationships, and effective and productive project management. Being listened to means we are taken seriously, our ideas and feelings are known, and, ultimately, what we have to say matters. This applies to everyone – irrespective of title, level, background, education or responsibility. But the truth is that less than 2% of us have had formal educational experience with listening.

We listen at 125-250 words per minute, but think at 1000-3000 words per minute. What does that mean? It means listening is HARD. Barbara Waugh, Worldwide Personnel Manager at Hewlett Packard says: "Listening requires that you slow down and stop for that moment in time you need to focus on the conversation and nothing else. Listening is the most critical skill for business success. If you are going to imaginatively listen to a customer's needs, you need to listen to what they are saying as well as what they are not saying."

In the midst of crushing deadlines, and literally hundreds of competing tasks that you must perform every day, taking time to listen seems like a luxury. But the reality is, poor listening skills result in much more time wasted in fixing miscommunication problems than taking the time to stop and really listen for understanding.

## Learning Objectives/Outcomes:

In this one-day session, participants will:

- Assess your own listening skills
- Identify the key attributes of good listening
- Understand the do's & don'ts of listening
- Address both the verbal and non-verbal aspects
- Learn HOW to be listened to
- Listen for context and meaning
- Role-play effective methods

## Testimonials:

*"When we work with Knowledge Associates, we get better results than originally planned due to collaboration with a highly functional professional who adds value with a broad and deep marketing and sales skill set. It's a no brainer - work with Knowledge."* - Joan Groleau, Senior Manager, Partner Marketing, Genuity, Inc.

## Format:

One-day workshop

