

Why Don't People Listen?

with
Eleanor Shakiba



“think
learn?
succeed”

Want someone's attention? Then make *your* message attractive. This means talking about what matters to the other person.

Here are my five top tips on how to do this:

1. Describe what's in it for them

Start by highlighting what benefit they'll get from your message. For example, "If you'd like to beat stress at work, listen to this..."

2. Tell them how long you'll be talking

This fixes their attention on you, rather than what they need to do or say next. For example, get a colleague's attention by saying "I'd like five minutes to talk through the annual report" rather than "We need to talk about the annual report."

3. Find out what sensory system they use most and match it

Listening carefully to their words will tell you whether they think in pictures ("that looks good to me"), sounds ("that rings a bell") or feelings ("that sits well with me"). When you reply with words that trigger the same sense, they'll be compelled to listen to you.

4. Always use positive language

Instead of saying "No" say "What I can do instead is..."

5. Use their name

It's a word they have been trained to respond to from an early age. So repeat it during your message and they will stay alert.

Read More About It

Cole, K 2000: *Crystal Clear Communication*

Kris Cole says that 'true listening is done with our hearts and eyes as well as our ears.' Then she explains how to listen well at work and at home. She describes five skills involved in active listening and teaches you how to develop them. Her chapter on rapport-building is also a great read. In combination with the listening skills section, it sets you up for success in any communication context.

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Book Eleanor to run a course for your team
Call 0433 126 841 for quotes and bookings