



The Keen 'Overcoming Communication Barriers Workshop™'

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Successful organizations know that effectiveness depends on people communicating effectively, contributing not only to the bottom line but to a positive performance environment. Successful organizations also know that good communication is not just about speaking well. It's about the quality of the connection between the senders and the receivers of the message. The strongest influence on the quality and outcome of all communications is the ability to listen effectively. Only by listening effectively can you respond appropriately. In this workshop we will explore how group members use each listening approach; we will delve into the similarities and differences within your group that can lead to miscommunication.

Learn to Listen and Respond with Purpose

Listening is more than hearing. Listening is the ability to receive, attend to, interpret, and respond to verbal messages and other cues, like body language, in ways that are appropriate to the purpose. If the message is entertaining, our purpose is to enjoy, so we listen and respond in a relaxed manner. If the message is intended to persuade us, our purpose is judgment, so we listen and respond critically. It is estimated that people screen out or misunderstand the intended meaning or purpose of a message in over 70 percent of communications, making listening the biggest contributing factor to miscommunication.

Discover the Impact of Different Listening Approaches

Behavioral research shows that people approach listening with different purposes and with different motivations related to that purpose. The *Personal Listening Profile* helps people discover their preferred or most natural approach to listening as they gain insight into the different listening approaches of others. The *Personal Listening Profile* identifies five listening approaches:

- Appreciative
- Empathic
- Comprehensive
- Discerning
- Evaluative

Adopt an Appropriate Listening Approach

The workshop helps people see that their preferred listening approach may not be appropriate to every situation. They learn when and how to adopt another listening approach for more successful communication. It outlines three primary factors to consider in choosing the listening approach appropriate to the situation: Purpose, Motivation, and Behavioral Indicators.

Enhance Individual and Team Performance

Organizations like yours select this workshop to:

- Enhance communication
- Reduce conflict
- Strengthen customer relationships
- Develop leaders
- Improve management effectiveness
- Boost productivity