



LISTEN AND WIN

"TRANSFORMING COMMUNICATION INTO A POWERFUL ASSET"

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LISTENING: the deliberate and active process of UNDERSTANDING, RETAINING & RESPONDING to DETAILS. (Uses the “MIND”}

HEARING: the automatic and passive process of picking up SOUND. (Uses the “EARS”)

HEARING	LISTENING
<u>PHYSIOLOGICAL</u> process	<u>MENTAL</u> process
Uses the <u>EARS</u>	Uses the <u>MIND</u>
<u>AUTOMATIC</u> & passive	<u>DELIBERATE</u> & active
Picks up <u>“SOUND”</u>	Picks up <u>“DETAILS”</u>

LISTENING EQUATION:

- **F + A + E + Q + P = EFFECTIVE LISTENER**
- **F = Facial expression shows interest in the speaker (gives visual honor)**
- **A = Attention never waivers (focused to get the details)**
- **E = Eyes focused on the speaker (gives visual honor)**
- **Q = Questions asked to get understanding (shows care for the details)**
- **P = Paraphrases (putting in your own words) the speaker’s statements to confirm understanding**

THE GOLDEN RULE OF LISTENING:

- **“THE MESSENGER AND THE MESSAGE ARE ONE! YOU CANNOT SEPARATE THE MESSENGER FROM THE MESSAGE OR THE SPEAKER FROM HIS OR HER WORDS. THE SPEAKER IS ONE WITH HIS OR HER WORDS.”**
- **MESSENGER = MESSAGE**

EMPOWER YOUR LISTENING SKILLS WITH THE SDR-30 STRATEGY:

- **SDR-30 (Speaker-Detail-Response-30 seconds) is responding *immediately* to the *DETAILS OF THE SPEAKER that you picked up in the FIRST 30 SECONDS when it is your turn to speak (do not cut off and interrupt the speaker while he or she is speaking). This makes the speaker feel valued and SUPER-SPECIAL.***

FOR EXAMPLE, IF YOUR FRIEND ,BEVERLY, SAID TO YOU, THE FOLLOWING, "I JUST GOT BACK FROM MY VACATION IN HAWAII." AND YOU RESPONDED, 'OH, THAT'S NICE, I SAW A GREAT MOVIE THIS WEEKEND.' THIS IS AN INEFFECTIVE RESPONSE THAT CAN MAKE THE SPEAKER FEEL INSIGNIFICANT AND NOT IMPORTANT. THE BETTER RESPONSE WOULD BE: "YOU JUST GOT BACK FROM HAWAII, AWESOME! PLEASE, TELL ME WHAT YOU DID IN HAWAII?"

POWER REVIEW:

1 – LISTENING IS ALL ABOUT PICKING UP DETAILS; UNDERSTANDING THE DETAILS, & RESPONDING TO THE DETAILS (Example of details are: Events that took place; words that were said; actions that were taken: reasons for feelings; names; dates; time: places; etc.)

2 – ALWAYS REMEMBER THE GOLDEN RULE OF LISTENING: YOU CANNOT SEPARATE THE MESSENGER FROM THE MESSAGE OR THE SPEAKER AND HIS OR HER WORDS ARE ONE. When you respect the speaker's words by listening effectively and responding to his or her details, you make the speaker feel VERY IMPORTANT AND SUPER-SPECIAL!

3 – REMEMBER TO ALWAYS USE THE LISTENING STRATEGY SDR-30. SDR-30 is Speaker Detail Response in the first 30 seconds. When it is your turn to speak, you must respond to the speaker's details you received in the first (30) seconds. (Bonus: To apply SDR-30 effectively, you must become an "EMPTY CUP" (by emptying your mind of other competing thoughts) to receive details instead of being a full pitcher while listening.