Chapter 3: Listening

Importance of Listening
- Most frequent skill used at work
- Affects quality, productivity, & costs
- Good listeners are more successful

The Importance of Listening

Communication in a Business Setting

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Stages of Listening – Not in Book

1. Hearing
2. Attending
3. Understanding
4. Responding
5. Remembering

Barriers to Effective Listening

Physiological Barriers
- Hearing problems
- Rapid thought

Environmental Barriers
- Physical distractions
- Problems in channel
- Message overload
Barriers to Effective Listening

Attitudinal Barriers
- Preoccupation (pseudolistening)
- Egocentrism
- Fear of appearing ignorant
- Defensive listening
  (not in bk)

Barriers to Effective Listening

False Assumptions
- Effective communication is sender's responsibility
- Listening is passive
- Talking has more advantages –
  - Stage hoggers (not in bk)
- Can listen & multi-task at the same time.(not in bk)

Barriers to Effective Listening

Sociocultural Differences
- Cultural differences
- Gender differences

Lack of Training
Comparison of Communication Activities

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Rodman & Adler, p 118.

Listening More Effectively

- Mindless listening
- Mindful listening

Listening to Understand
- Withhold judgment
- Talk and interrupt less
- Ask questions
  - Sincere
  - Counterfeit
Listening More Effectively

Listening to Understand
- Paraphrasing
  - Content
  - Feeling
- Nonverbal cues

Listening More Effectively

Listening to Evaluate
- Analyze speaker’s evidence
- Examine emotional appeals

8-Step Gift Formula Listening to Customer Complaints (not in bk)

1. Say Thank-you.
2. Explain why you appreciate the complaint.
3. Apologize for the mistake.
4. Promise to do something immediately.

------STOP HERE for CLASS ------

Barlow & Moller