

# 5 Key Steps To Helping People Get What They Really Want

## KEY ISSUE:

APPROPRIATE RESPONSE TO THE NEXT CRITICAL TOUCH POINT IN THE COGNITIVE MIND MAP ... “I HAVE A POINT OF VIEW, IS IT BEING CONSIDERED”

Key Point: If you want the other side to listen to you begin by demonstrating that you have listened to and appreciate their point of view.

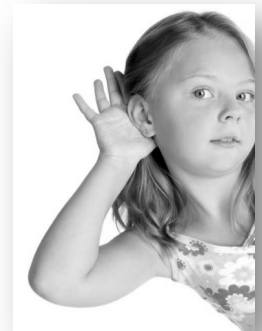
Hearing is simply the act of perceiving sound by the ear. Unless you are hearing impaired, hearing simply happens. Listening, however, is something you consciously choose to do. Listening requires concentration so that your brain processes meaning from words and sentences.

- 70% unused capacity

The average speaker speaks at a rate of approximately 125 words per minute – the average listener has the capacity to hear, sort, process and understand someone speaking at 425 words per minute.

- 25% efficiency

After a 10 minute oral presentation the average person has heard, understood, and retained approximately 50% of what was said. Within 48 hours that drops off another 50%



## KEY ISSUE: THE CONCEPT OF “THE WALL”



“People listen better if they feel that you have understood them. They tend to think that those who understand them are intelligent and sympathetic people whose own opinions may be worth listening to.”

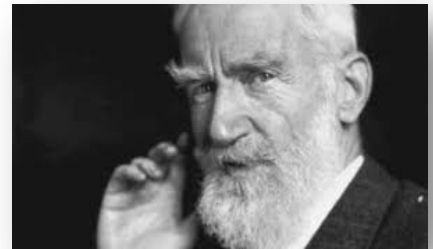
William Ury

## BENEFITS:

- *Capture ... perceptions and emotions*
- *A “new world” and therefore ... “new options”*
- *Move from confrontation to ... cooperation*
- *More willing to move to the next step of the mind map ... listen to you.*

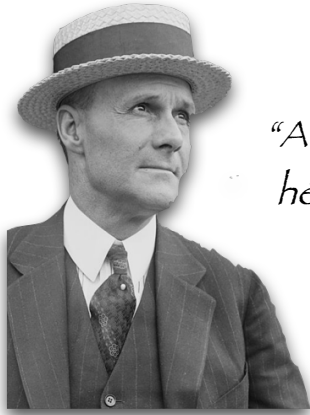
“The greatest danger in communication is the illusion that it has actually occurred.”

*George Bernard Shaw*



## SOLUTION – TIPS ON ACTIVE LISTENING:

- *Give the speaker your full attention*
  - *Silent messages*
  - *Self-Talk*
    - *Awareness*
    - *Quiet your “parrot”*
    - *Engage*
    - *Make your “parrot” a ... Repeater*
- *Maintain a position of “active listening”*
- *Be patient and self-disciplined enough to resist interrupting*
- *Acknowledge the speaker’s feelings without being judgmental*
- *Focus on the words and the meaning behind them*
- *Reflective listening*
  - *Paraphrase and ask for corrections*



*“A good listener is not only popular everywhere, but after a while he gets to know something!”*

*Wilson Mizner*

Key Point: LEARNING requires LISTENING

*SOLUTION:* Listen and learn the client’s ...

- Objectives
- Motivation
- Preferred “FORM” of communication
- Preferred “STYLE” of communication

ASSIGNMENT ... Decision – Commitment – IMPLEMENTATION