# Introduction To Business Assignment 1

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Just as a musician plays music in a crowded stadium, when a person speaks to another person, their objective is to convey a message to their audience. That said, if you were to ask any of fan of music to describe their favorite song, they would likely be able to tell you the name of the song, many (if not all) of its lyrics, and their interpretation of the song’s meaning; a result of them having heard it countless times. However, if you were to ask that person to provide the same insight on the song YMCA by the Village People -- another song they have undoubtedly heard countless times-- there’s a good chance that they would struggle to recite the lyrics past “It’s fun to stay at the YMCA”. The difference lies in the way that they heard the songs. The reason that they are able to accurately describe their favorite song is that they haven’t just heard it, they actively listened to it. The same phenomenon occurs when a person is speaking. The problem? Many people listen to people the same way that they listen to music; by tuning the speaker out once they have lost interest in or disagree with what is being said. Unfortunately, the problem doesn’t seem to be going away any time soon. In fact, it is getting worse. I believe that this is, at least partly, due to the rapidly increasing amount of information that we are subjected to as a result of being constantly “on-line” with our smart devices. After all, we are in the midst of the Digital Revolution.

# For anyone living in the United States, it is easy to see that we are making our way through an era of exponential acceleration regarding the devices that we use. What would be considered a supercomputer 20 years ago, we can now carry in our hip pocket. Almost paradoxically, however, as our personal devices continue to offer us more information at our fingertips, our ability to communicate with others has suffered as a result of technological addiction. Along with several newly defined forms of smartphone addiction, “phubbing”-- term that is described as “an individual's attention to his/her smartphone while communicating in social environments” and explained as “the state of individuals' inability to communicate with other people due to their engagement in their smartphones in social environments” (Yam). – is taking away from the quality conversations that we share face to face. In a world full of distractions, it is considered normal to keep one of the most convenient distractions on hand at all times. As a result, the knee-jerk type of reaction we have when becoming bored with a conversation is no longer to incite more interesting conversation, but instead reach for our smartphone and turn our attention toward whatever is more interesting within it.

The technological distraction that is our electronic devices is something that I have also fallen victim to. I often find myself distracted by my smart phone, or computer as a result of becoming bored with a conversation. Unlike many, though, I do make an effort to put my phone away when being spoken to. I do this primarily because I know that if I have my smartphone in my hand, I will not be able to focus on what is being said. If I were to grade my natural ability to implement active listening, I would fail every time. However, over the past decade, working in sales has taught me that in order to communicate effectively with a customer, I first need to understand their needs; and the only way to understand their needs is to listen to what they are saying.

One of the most valuable techniques in the Chapter, at least for me, is to take advantage of the fact that our brains work faster than our mouths. I have forever been terrible at remembering the names of people when I meet them, and a habit that I have let slip recently is to conscientiously repeat a person’s name after meeting them, as well as use their name during conversation.

Another technique for listening, using non-verbal communication, is something that I feel I am proficient in. As a matter of fact, without it, I would not be able to do my job effectively. With many every customer that I speak with, I am forced to be strategic with the way that I listen. I know that because they also have limited attention spans, it is important for me to be able to assess their needs and provide a solution quickly. This means that I quite frequently rely on my ability to actively listen when a customer is providing vital information to our transaction; and to communicate through body language when they are not, allowing me to brainstorm a solution for them. This demonstrates to the customer that I am still in tune with what they are saying, but allows me to divert some of my attention toward the solution. Body-language also allows me to signal to my customers that I am paying close attention to what they are saying when they are expressing concerns.

# By continuing to improve the way that I these thing I will be able to establish a better worker-client relationship with them, ultimately leading to increased productivity in the form of higher sales numbers, but also in a higher level of personal and professional satisfaction for me at the end the work day.References

# Yam, F. C., & Ilhan, T. (2020). Holistic Technological Addiction of Modern Age: Phubbing.*Psikiyatride Guncel Yaklasimlar, 12*(1), 1-15. http://dx.doi.org.ezproxy.ncmich.edu/10.18863/pgy.551299