

actively involved. So, true communication must be a dialogue, an *exchange* between you and your receiver. Two (or more) people actively engaged in the *same* pursuit.

Now I can hear you saying, "Wait a minute—no dialogue! I want them to keep quiet and *listen* to me! I don't want equal participation, especially when I present my idea." Right. That's what *you* want. You talk and they listen. Seems simple: You have something to say, so you talk. The hard part is ". . . and they listen." Think about it. Why should they? What would make them want to join in your plan?

The real challenge is to get them to listen by making them actively *want* to.

### Listening Is Work

**Listening** is an **active pursuit**. It's demanding, **hard** work. Most of all, when someone is truly listening, it takes time away from the listener's most important focus—himself.

Normally our commitment and attention space is taken up by our own concerns. We have absolutely no reason, at the outset, to give *you* any of our valuable attention—like stopping to listen. But unless you can get both of you (sender and receivers) equally involved—one giving, the other getting—you may as well deliver your idea or request to the bathroom mirror, where you practiced it.

So what's the answer?

### Motivation

Making the listener want to hear you is primary.

Right. But now that you think about it, why would someone else spontaneously get interested in your vested stuff? You'd need a propellant—something that could make a difference, something that could *actively* turn your audience to your pursuit and away from theirs. What?

When what you have to say clearly intersects with what the other person wants or needs or cares about.

If your message obviously relates to one or more of the listener's "hot buttons," you have given a primary, compelling reason for listening. You're not actually demanding that he/she give up self-involvement. You're just piggy-backing on some part of the listener's own momentum; his/her self-involvement. You're defining your message as another facet of his or her ongoing life concerns.