

# Helping Others Listen to You

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# Overview



Create the right environment

Help focus on your message

State your expectations

Help the depth of understanding

Have the right amount of information

When you are present

Help with the follow-up



Best advice: Listen more than you talk

**Richard Branson**

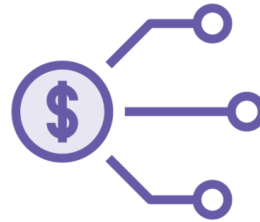


# Create the Right Environment

How much can you influence?



Speakers move the chairs in their room



Sales professionals minimize distractions



You have permission to turn the TV off



You might need to move the meeting



Pay attention to noise, other people, backgrounds, etc.



If you can't influence the environment, use eye contact



# Help Focus on Your Message

**Are you the distraction?**

**What are  
you wearing?**

**Is your language  
appropriate?**

**Are you offensive?**

**Are your  
double-meanings  
or underhanded  
comments obvious?**

**Are you  
multi-tasking?**

**Is the other person  
important to you?**



# State Your Expectations



## Akin to “Pre-teaching”

- Speaker trick: tell them what you are going to tell them
- Make main points very clear (Guy and Kirsten)
- Do this as many times as you need to
- Break up conversations/meetings if you need to
- Be assertive (bunny rabbit vs. semi truck)
- Respect your audience (do not talk down)

# Help the Depth of Understanding

## You speak to be understood

- Remove jargon, unless you are in the right audience
- Remove cliché
- Remove offensive stuff (unless you want to offend)
- Be careful with jokes and sarcasm
- “Tell that to me as if I were a six year old” (but not disrespectful)
- Use stories (connect at an emotional level)
- Organize your information logically



# Have the Right Amount of Information

Too much vs. too little vs. just right

Are you assuming  
they have a certain  
amount knowledge?

Is the foundation  
(introduction) correct?  
(get on the same page)

Are you allowing  
tangents to lead the  
conversation elsewhere?

Are you letting nerves  
or assumptions  
reduce you?

Consider reducing  
your points to what is  
most important

The story of the broken  
FBI door





# When You Are Present



## Everyone can sense it

- Are you prepared?
- Do you believe in what you are saying?
- Is your body language in harmony with your message?
- Is your tone giving a different message?
- Can I feel you trust, or believe in, me?
- Do you seem defensive?
- Are you listening to me?

# Help with the Follow-up

Even if it isn't your role



Ask questions to ensure they understand action items



Ask them to restate or list expectations



Help them ask the right questions (contact info, deadlines)



Share your follow-up list with them (so they see the importance)



Send a summary email, if they haven't



Show how to follow-up by doing it with them



# Summary



## Helping others listen to you

- Same principles, other side of coin
- Create proper environment
- Mentor/lead them
- Ask questions to help them
- Own the follow-up



Next up:

Take opportunities to  
practice these skills

Let yourself grow

Make these tactics part  
of who you are

