

Active Listening: 4 Elements to Boost Your Business!

FOCUS

"Listen with the will to learn." – Unarine Ramaru

With today's fast-paced, digital lifestyles we often pride ourselves in our abilities to multitask. In fact, it's one of the top bullet points on most resumes today. But here's the sad reality:

1. Studies show people are not as productive while multitasking as they often think
2. When it comes to feeling heard, no one wants to talk to a "multitasker"

M. Scott Peck said *"You cannot truly listen to someone and do anything else at the same time."*

That truth is captured by the final symbol in the word "Ting"... the Chinese word for "Listen". **The last component of Active Listening is focus, or undivided attention.**

Today, there is a skill that is gaining more importance than multitasking: and that skill is "Focus".

We all have demands swarming our lives screaming for our attention. While they all need to be addressed, pressing "pause" on some of them, so we can focus intensely on one of them at a time, is the key to doing amazing work.

Steve Goodier said, *"The key to good listening isn't technique, it's desire. Until we truly want to understand the other person, we'll never listen well."*

Active listening takes commitment and desire to be attentive. No one accidentally becomes a great listener. But the rewards for giving our focus to others is incredible. Active listening is one of the most effective ways to make others feel important. Ralph G. Nichols said *"The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them."*

If you want to transform your business relationships **harness the power of undivided attention** when listening. This principle applies to people in every office environment and every market sector. Joyce Brothers said *"Listening, not imitation, may be the sincerest form of flattery."* If you work in an environment where creating healthy business relationships are a competitive advantage then commit to mastering the skill of active listening!

So, when someone is talking to you, stop writing emails, sending texts, or surfing the web... Give them your full attention and **watch what the power of Active Listening can do for you!**

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