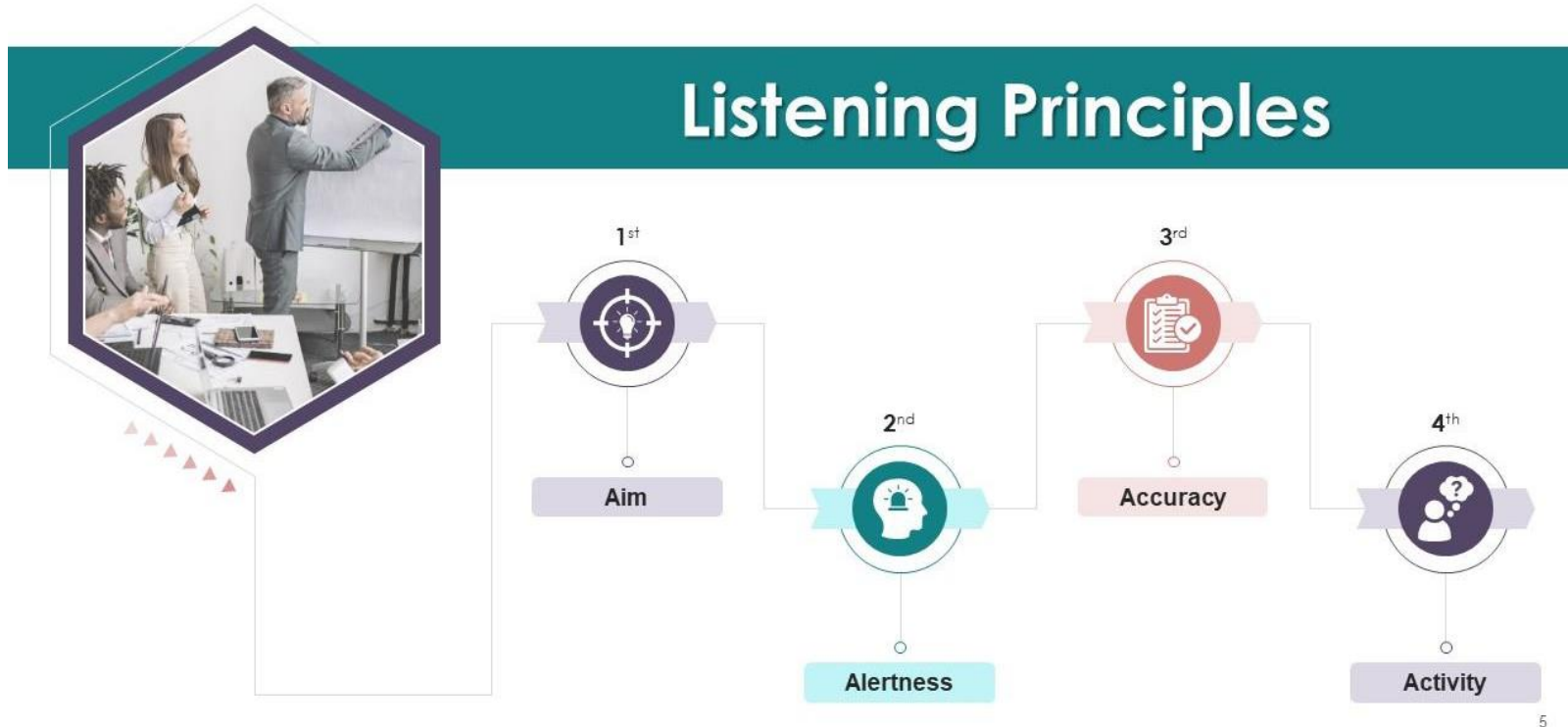




Training Module On: **Listening in Business Communication**



[Download this utility](#)



We begin this journey of unravelling listening by highlighting the major principles of listening in business communication, such as:

- **Aim:** Looking for keywords, signals, or ideas.
- **Alertness:** Focusing on what the speaker is saying instead of formulating a response.
- **Accuracy:** Avoiding any type of premature evaluation of what is being said.
- **Activity:** Taking a keen interest and thinking about responding in terms of answers or questions.

Listening vs Hearing



Comparison	Listening	Hearing
Nature	Voluntary	Involuntary
Process	Active Mental Process	Passive Bodily Process
Focus	Required	Not Required
Act	Psychological Act	Physiological Act
Senses Involved	More than 1	1
Initiation Point	Listening Commences after Hearing	Hearing Begins before Listening

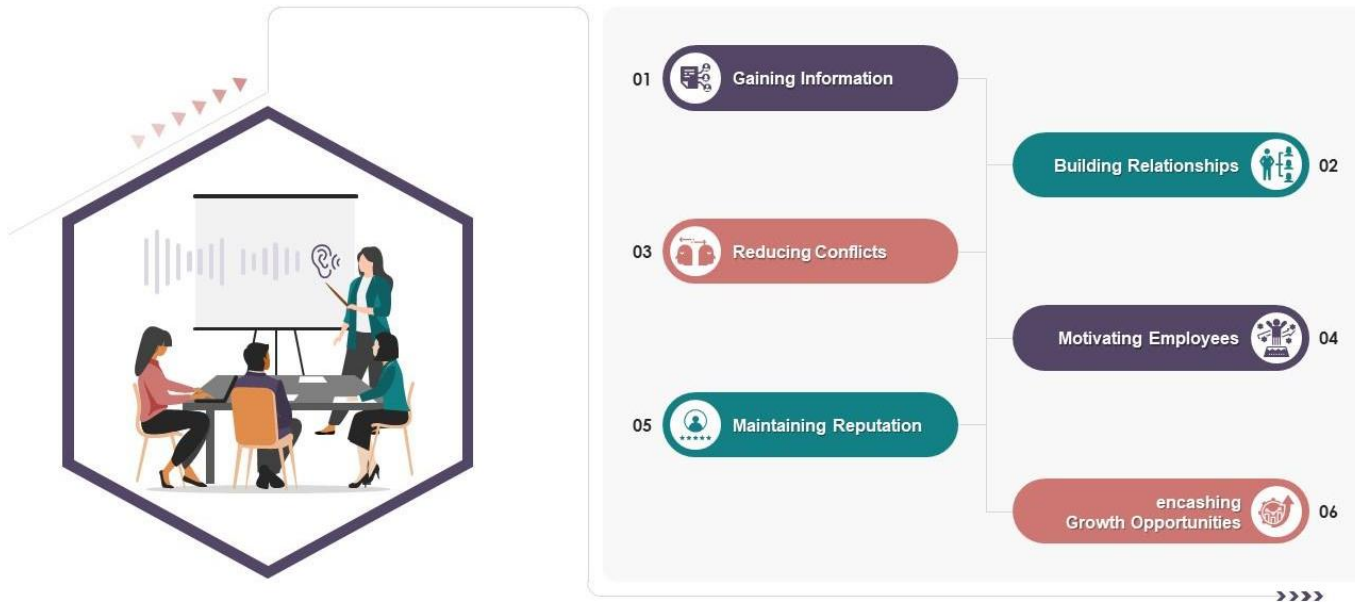
It's equally prudent to differentiate between listening and hearing. The common comparison parameters used are nature, process, focus, act, senses involved, and initiation point.

For instance, while hearing is an involuntary act requiring passive body process, listening is voluntary involving active mental faculties.

Major Objectives of Listening in Business Communication

The purpose of listening is not to formulate a response, rather it is subjective to following purposes:

- **Gaining Information:** Listening helps extract relevant information from communication by clearly understanding the speaker's point of view and ideas
- **Building Relationships:** It fosters trust in team members as it allows individuals to understand each other better this build long-term associations
- **Reducing Conflicts:** It reduces conflicts in case an employee feels misunderstood or mistreated
- **Motivating Employees:** It boosts employee morale. For example, when a manager listens to employees' ideas, it makes them feel valued. They don't hesitate to go beyond the call of duty
- **Maintaining Reputation:** It helps maintain the reputation of a business. For example, listening and resolving customer complaints results in a positive brand image
- **Encashing Growth Opportunities:** It supports the encashment of growth opportunities. For example, a company can introduce new products and services and be a pioneer only after it makes the effort to listen to customers' feedback, demands and needs



Multi-step Listening Process in Business Communication



In business communication, listening is a multi-step process. The major stages highlighted are receiving, understanding, remembering, evaluating, responding, and acting. In the listening stage, the message is heard by filtering out noises. In the understanding stage, based on the previous messages, the listener assess the communicated message. In the stage that follows the listeners record the listened messages in their memory for future references. Finally, the user analyzed the multiple conversion points of the message as a next step. This is followed by reacting to the message. The message may or may not prompt an action as the next step.

Listening Activity: Drawing Twin

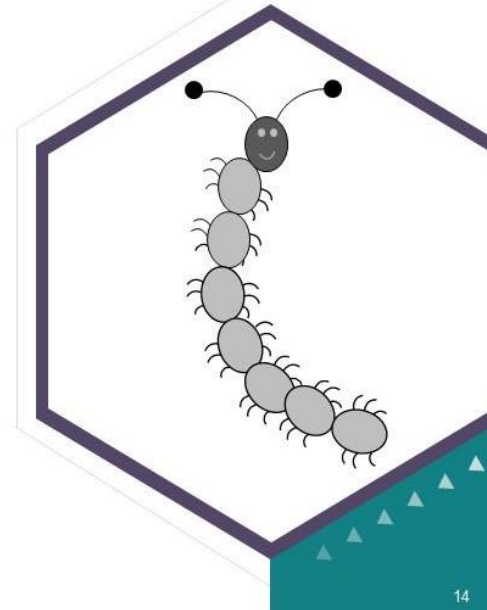


Instructions

Instructions for "drawing twin" activity are:

- Ask participants to arrange themselves into groups of two each. Then hand a picture to one of the participants and a drawing sheet to another
- Ask the participant with the picture to start giving instructions to their partner to draw it
- Note that the participant with the picture must not directly explain the drawing. Instead, they must explain it indirectly
 - For example: If it is a picture of a caterpillar, the participant should explain like draw a circle, draw more circles inside the circle about halfway up and so on
- Once the drawing is complete, compare and examine it with the original picture
- Then repeat the activity by exchanging the roles of the participants with a new "twin picture"

Picture sample for drawing twin activity



Let's now perform a simple training activity to judge our listening skills. A person will be given a picture to instruct another person to draw it out using indirect instructions, without actually revealing the picture. This activity can also be reversed to assess the listening power of the other person,

Overview of Effective Listening Types



About time we recognize the common modes of effective listening such as discriminative, comprehensive, empathic, analytical, and appreciative.

Let's also analyze the ineffective listening types such as pseudo, stage, selective, insulated, defensive, ambushing, and insensitive listening.

Overview of Ineffective Listening Types



So, what should be the ideal way to communicate? With Active Listening, of course.



Active listening is the practice of giving the speaker complete attention to fully receive the communicated message, correctly comprehend its meaning. The listener, then, formulates a thoughtful response devoid of prejudgments.

3As of Active Listening



36

With active learning comes better comprehension and minimum judgements, also recognized with its three unique traits, namely:

- **Attention:** Listener must be in the present moment and pay close attention to the speaker, disregarding any other anxieties of the day
- **Attitude:** Listener must listen to the speaker with a positive and open mind
- **Adjustment:** The listener must be willing to change and adapt their responses in line with to the speaker's train of thought until the end of the conversation

Verbal Techniques to Develop Active Listening



-  Positive Reinforcement
-  Remembering
-  Questioning
-  Reflecting
-  Summarizing

Let us enlist the verbal methods to develop active listening such as positive reinforcement, remembering, questioning, reflecting and summarizing

42

Let us also improve our active listening in business communication by focusing on the non-verbal methods. Some of the major techniques are smiling, eye contact, posture and mirroring.

[Download this utility](#)

Nonverbal Techniques to Develop Active Listening

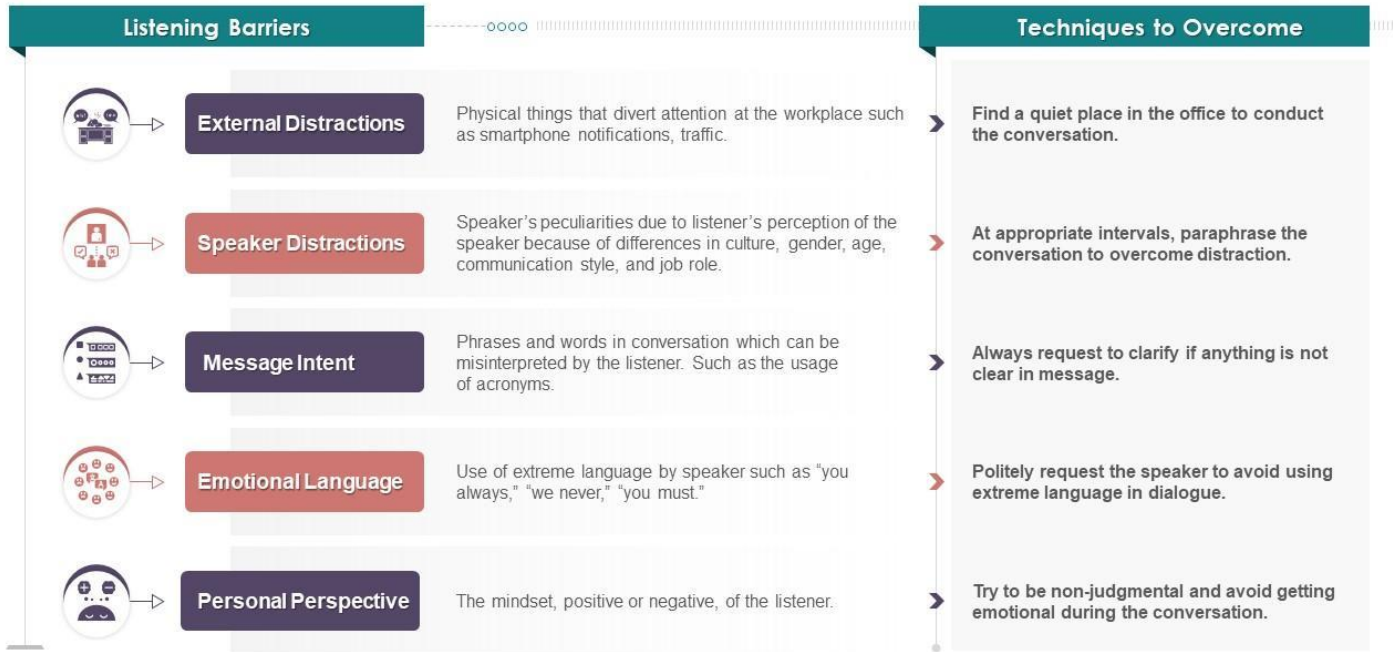


-  Smiling
-  Eye Contact
-  Posture
-  Mirroring

50

Barriers to Effective Listening

Barriers to Effective Listening



63

It is crucial to therefore enumerate those barriers to effective listening. These are: external distractions, speaker distractions, message intent, emotional language, and personal perspective.

Equally important are techniques to alleviate them such as having a noise-free place of communication, requesting repetition or paraphrasing to create maximum clarity. You can also request the speaker to refrain from extreme language. Regulate your emotional response to create a meaningful communication activity.

FAQs on Listening

What is the role of listening in business communication?

There are several benefits to being a good listener in business communication. For one, it can help build trust and rapport with others. When people feel like they're being listened to, they're more likely to trust and respect the person they're speaking with. Good listening also allows for better collaboration, as it allows all parties involved to share information and ideas more effectively.

Finally, active listening can also help resolve conflicts. Understanding someone's perspective makes it easier to find common ground and reach a mutually beneficial solution.

What is listening, and what are its types?

Listening is a process of receiving, interpreting, and responding to spoken or written messages. There are different types of listening, including informational, critical, and empathic listening.

Informational listening is when you listen to obtain information, such as during a lecture or conversation. This type of listening requires you to pay attention and focus on what is being said in order to understand the main points.

Critical listening is when you listen in order to evaluate or judge what is being said. This type of listening requires you to be able to analyze and interpret the information in order to make a judgment.

Empathic listening is when you listen in order to understand how someone is feeling. This type of listening requires you to be able to put yourself in someone else's shoes and understand their emotional state.

About Us

SlideTeam is a premier Research, Consulting and Design agency that develops and templatizes industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.

In addition, SlideTeam compiles data and statistics from thousands of sources over a wide range of topics to help customers make intelligent decisions. We develop and present our research in the form of fully editable PowerPoint templates to make it easy for our customers to create presentations based on their individual requirements.

With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries. Our team consists of professionals from Fortune 500 companies and Top Tier consulting firms involved in the process of researching and designing over a million slides that are available for our users on a subscription basis.

To Contact Us and set up a Live Product Demo join us [here](#)

[Download this utility](#)

FAQs on Listening

What are the barriers to effective listening?

One of the biggest barriers to listening is our own assumptions. We often think we know what someone is going to say before they even open their mouths. This can lead us to tune out what they're actually saying or to jump to conclusions about their meaning.

Another barrier to listening is distractions. It's hard to pay attention to someone if you're constantly being pulled away by other things. This can be anything from our own thoughts to external noise and interruptions.

Finally, we may also have a hard time listening if we're feeling stressed or overwhelmed. When we're under pressure, it's easy to start filtering out information that we don't think is important or that we don't have time to process.