



# LISTENING: The Forgotten Communication skill



Contrary to popular opinion, the key to communication is not what you say, but what you hear. LISTENING skills, not speaking skills, hold the key to your success. How does that sound to you?

Miscommunication as a result of poor listening skills costs millions of dollars, countless hours of wasted time, and even the lives of others. Have I gotten your attention yet?

Author George Bernard Shaw opined that “the problem with communication is the illusion it’s been achieved.” How do you know others hear your message? Are you hearing theirs? How well is listening valued in your organization?



## Learning Objectives

LISTENING isn’t a passive skill. It takes intention, concentration and practice. Yet its benefits are tangible: better productivity, improved teamwork, less dissension, higher retention and much much more. In this program you will:

- ▶ Learn the difference between hearing and listening
- ▶ Become expert at active listening
- ▶ Uncover meta-messages embedded within each message
- ▶ Understand gender differences in communication styles
- ▶ Enhance your stature with peers as a powerful listener
- ▶ Master listening skills in meeting situations



## How This Presentation Is Delivered

Role plays, scripts, stories, fun assessments and exercises all make this training fun, interactive and replicable.

## About Your Presenter



CRAIG HARRISON founded EXPRESSIONS OF EXCELLENCE!™ to help professionals express their sales and service leadership. Through dynamic keynotes, interactive training, consulting, coaching and special events Craig inspires and motivates professionals to shine. Results are immediate and lasting too.

Craig is past president of Northern California chapters of the INTERNATIONAL CUSTOMER SERVICE ASSOCIATION and the NATIONAL SPEAKERS ASSOCIATION. His clients include PFIZER, WILSON SPORTING GOODS, SBC and HITACHI AMERICA.



Craig is the author of *Stellar Service! Merge NOW with WOW to Win Customers for Life*. His articles and columns have appeared in *Support World*, *Transaction World*, *Executive Excellence* and *Customer Service*. He’s also been profiled in the *WALL STREET JOURNAL*, quoted by *Business Week*, interviewed by *BBC RADIO*, the *San Francisco Chronicle* and *Orange County Register*.

To book Craig for your next program, training or special event contact:

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