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Business Communication :Basic Concepts and Skills

Listening Skills

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Chapter Outline

- .1 What is Listening?
- .2 Process of Listening.
- .3 Importance of Listening
- .4 Basic Types of Listening
- .5 Barriers to effective listening
- .6 How to Listen Effectively?
- .7 Benefits of Effective Listening

1. What Is Listening? (1)

- Listening is the ability to accurately receive and interpret messages in the communication process.
- Listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood.
- Listening is one of the most important skills you can have.
- An active process of getting information, ideas.
- “Listening is the process of receiving, constructing meaning from, and responding to spoken.

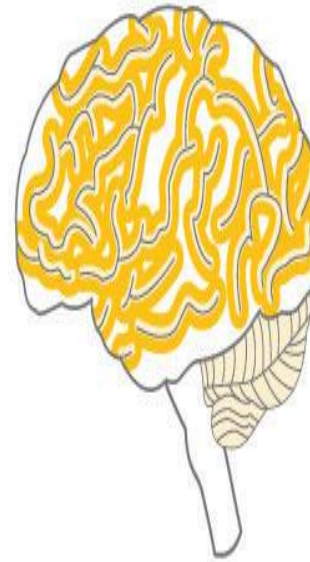
1. What is Listening? (2)

- Listening is not just about being Quiet while someone else is speaking.
- Listening is with the Mind.
- Hearing with the senses.
- Listening is conscious.
- To improve our interpersonal & oral exchange.



✓ Just Listening to words is not enough; a good Listener has to pay attention to the non-verbal communication of the speaker.

2.Process of Listening



Stage 1
Receiving

Stage 2
Understanding

Stage 2
Remembering

Stage 2
Evaluating

Stage 5
Feedback

1-Receiving

- Is the intentional focus on hearing a speaker's message.
- This stage is represented by the ear because it is the primary tool involved with this stage of the listening process.

2- Understanding

- In the understanding stage, we attempt to learn the meaning of the message, which is not always easy.
- Deciding what the message means to you



3- Remembering

- Remembering begins with listening; if you can't remember something that was said, you might not have been listening effectively.
- However, even when you are listening attentively, some messages are more difficult than others to understand and remember. Highly complex messages that are filled with detail call for highly developed listening skills.



4- Evaluating

- The fourth stage in the listening process is evaluating.
- evaluations of the same message can vary widely from one listener to another.
- The stages two, three, and four are represented by the brain because it is the primary tool involved with these stages of the listening process.

5- Responding

- Responding—sometimes referred to as feedback—is the fifth and final stage of the listening process.
- Your reaction to the message. It can be emotional and intellectual
- For example, you are giving positive feedback to your instructor if at the end of class you stay behind to finish a sentence in your notes or approach the instructor to ask for clarification. The opposite kind of feedback is given by students who gather their belongings and rush out the door as soon as class is over.
- This stage is represented by the lips because we often give feedback in the form of verbal feedback; however, you can just as easily respond nonverbally.

3. Importance of Listening

- We show that we are serious
- We display respect to other's view point
- Helps us to learn
- Helps us to adapt and understand
- Empathize

Why Listening is Important?

- To avoid communication errors.
- Helps to learn something new.
- It is the key to success.

4. Basic Types of Listening

- Active listening
- Selective listening
- Emphatic listening
- Ignoring listening

1/ Active Listening

- Understanding all things
- Proper interaction.
- Proper feedback

2/ Selective Listening

- We remember only
- Selective portion.
- Topic is not to our liking

3/ Empathetic listening

- When we listen empathetically, we go beyond sympathy to seek a truer understand how others are feeling.
- This requires excellent discrimination and close attention to the nuances of emotional signals. When we are being truly empathetic, we actually feel what they are feeling.

4/ Ignoring Listening

- Not listening at all
- Is pretty insulting to others.
- It can lead to strained relations

Can you hear me talking?

- Does that mean that you are a good listener?
- A person with normal hearing is not necessarily a good listener.
- Many different things can prevent a speaker's message from being received...
- These are called barriers to listening.

5. Barriers to effective listening

Some common barriers in the process of listening are listed below.

1. Pre-judgments about the speaker .
2. Assuming that the speaker is going to give some unimportant information .
3. Arriving late for a speech, presentation or lecture .
4. Judging the speaker by his/her mannerisms, voice, appearance, accent, etc.
5. Lack of concentration/interest .
6. Avoiding listening to difficult, boring or complex information and selectively listening only to what is considered interesting.
7. Speaker or listener being distracted by disturbances .

6. How To Listen Effectively?

1. Stop Talking – Be Silent
2. Show Interest
3. Empathize
4. Ask Questions
5. Maintain Eye Contact
6. Take notes
7. Listen Creatively
8. Put Your Entirety
9. Send feedback
10. Avoid or eliminate distraction
11. Try to gather information about the topic to develop interest and familiarity.

7. Benefits of Effective Listening

- Enhances productivity
- Improves relations
- Avoids conflicts
- Improves understanding
- Improves negotiation skills
- Adds to your Image & Personality

Any Question



Thank You For Listening

