

# Twelve Keys to Effective Listening

12 KEYS TO EFFECTIVE LISTENING	THE POOR LISTENER	THE GOOD LISTENER
1. Find areas of interest	Calls the subject uninteresting	Empathizes with and accepts the speaker. Opportunizes by asking "What's in it for me?"
2. Focus on content, not delivery	Focuses on how the speaker looks and talks	Focuses on content, skips over delivery errors
3. Hear the person out – Hold your fire	Becomes overexcited and anxious to interrupt	Hears the speaker out
4. Listen for ideas	Listens for facts	Listens for central themes
5. Listen for feelings	Is insensitive to emotions	Listens for emotional content
6. Be flexible in taking notes	Tries to outline everything	Listens first and, if appropriate, takes notes
7. Stay alert	Pretends to pay attention	Works hard at listening, fights internal distractions
8. Resist external distractions	Gets distracted easily	Screens out and fights external distractions
9. Exercise your mind	Avoids difficult listening	Seeks out challenging listening
10. Keep your emotions under control	Gets overemotional at certain words	Interprets color words; does not get hung up on them
11. Capitalize on fact that thought is faster than speech	Tends to daydream with slow speakers	Uses extra thought time to summarize, anticipate speaker's next point, and reads between lines
12. Vary your responses	Shows little flexibility in responses	Varies responses as situation demands

