

# What do you learn when you listen?



**I mean when  
you listen  
with an open  
mind and  
without bias.**



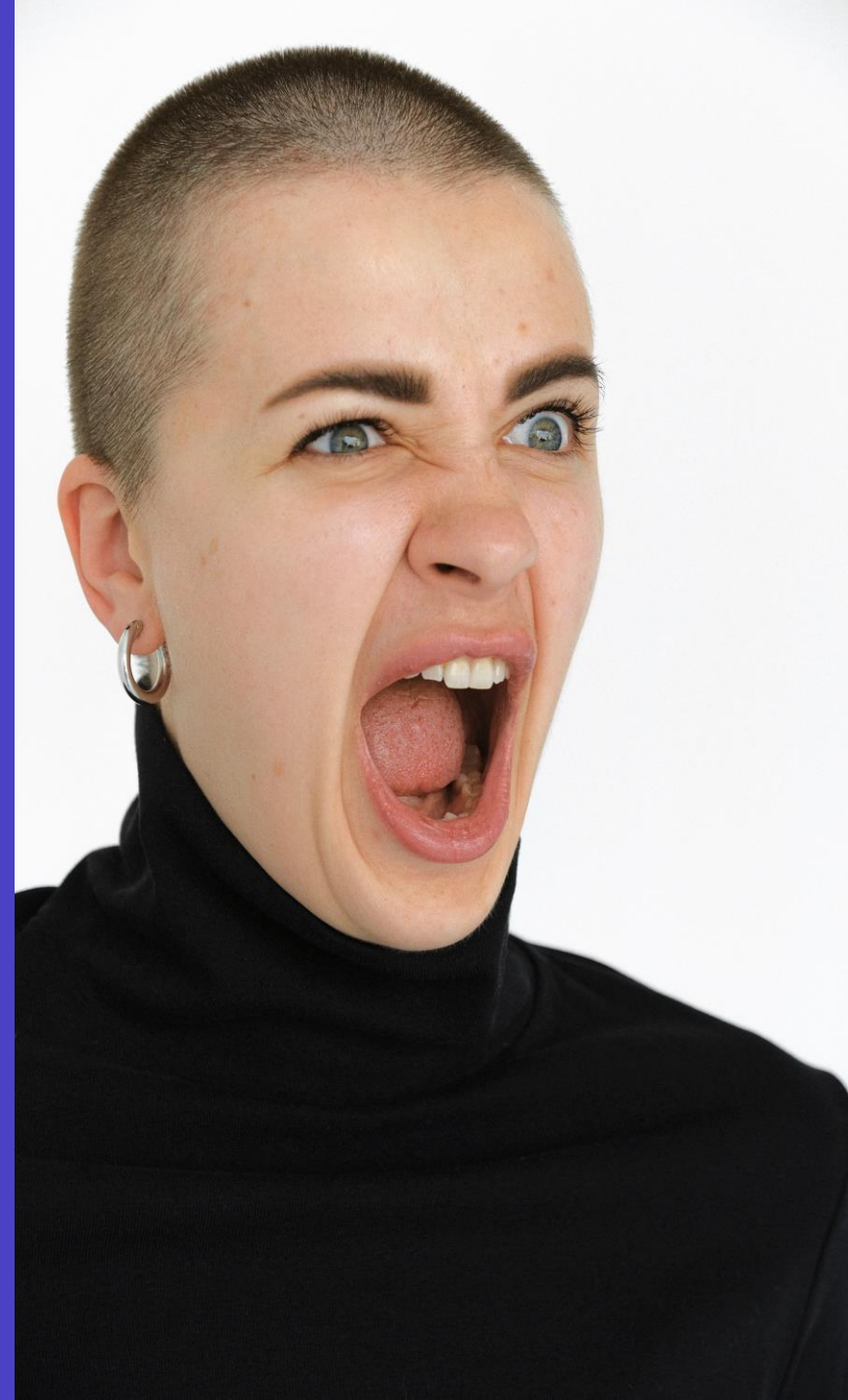
**When you  
take the time  
to care about  
the person in  
front of you.**



**When you turn  
off the voice in  
your head and  
put 100% of  
your attention  
on them.**



**Allowing them to  
finish their  
thoughts, and  
contemplating  
what they said,  
before answering.**



**Don't kid  
yourself. . .  
This is not easy!**



**Psychologically,  
we all prefer to be  
heard than to take  
the time and the  
effort to hear and  
understand  
others.**



**But what  
happens when  
we do?**





**That is when the  
magic happens!**



**That is when we  
truly understand  
and learn.**

THINK  
ABOUT  
THINGS  
DIFFERENTLY

**That is when we  
allow others to  
feel listened to,  
understood and  
valued.**



**And when people  
feel listened to,  
and believe you  
care, trust and  
relationships are  
built.**



**Those people  
turn around and  
listen to you,  
become your  
advocate and  
champion.**



**They support  
your cause and  
tell your story to  
others, because  
you took the time  
to listen to them.**



**This is hard work,  
requiring daily  
effort, and it is a  
skill that can  
constantly be  
improved upon.**



**So, if you want to  
get people to  
listen to you...  
Listen to them!**





# Let us help you Communicate Your Why.



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