



THE ART OF  
LISTENING

# HOW EFFECTIVE LISTENING CAN TRANSFORM YOUR CAREER AND YOUR COMPANY

*In today's fast-paced and competitive business world, effective communication is more important than ever. One of the most important components of communication is listening. Listening is not just about hearing what someone is saying; it's about actively engaging with them and truly understanding their message. In this e-book, we will explore the power of listening in business and how it can lead to success.*



# DO YOUR CLIENTS FEEL HEARD?

ASK YOURSELF THESE QUESTIONS TO SEE IF YOU ARE IMPLEMENTING MEANINGFUL LISTENING INTO YOUR DAY-TO-DAY INTERACTIONS WITH CLIENTS.

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|----|--|---------------------------------|--------------------------------|
| 01 | ARE YOU ACTIVELY LISTENING TO YOUR CLIENTS DURING MEETINGS OR CONVERSATIONS? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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|----|---|---------------------------------|--------------------------------|
| 02 | DO YOU ASK OPEN-ENDED QUESTIONS TO BETTER UNDERSTAND THEIR NEEDS? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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|----|---|---------------------------------|--------------------------------|
| 03 | ARE YOU PARAPHRASING AND SUMMARIZING THEIR CONCERNS TO ENSURE YOU FULLY UNDERSTAND THEIR MESSAGE? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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| 04 | DO YOU AVOID DISTRACTIONS SUCH AS CHECKING YOUR PHONE OR COMPUTER DURING CONVERSATIONS? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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|----|--|---------------------------------|--------------------------------|
| 05 | ARE YOU MAKING EYE CONTACT AND USING OTHER NONVERBAL CUES TO SHOW THAT YOU ARE ENGAGED AND INTERESTED IN WHAT THEY ARE SAYING? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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| 06 | ARE YOU TAKING ACTION BASED ON THEIR FEEDBACK OR SUGGESTIONS? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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|----|--|---------------------------------|--------------------------------|
| 07 | ARE YOU CREATING A SAFE AND WELCOMING ENVIRONMENT FOR THEM TO SHARE THEIR THOUGHTS AND OPINIONS? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|
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|----|---|---------------------------------|--------------------------------|
| 08 | ARE YOU SHOWING EMPATHY AND UNDERSTANDING TOWARDS THEIR CONCERNS? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
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**PRINT THIS PAGE & MONITOR YOUR PROGRESS EVERY 3 MONTHS**

# 8 Ways to

# Be a Better Listener

## Ask Questions

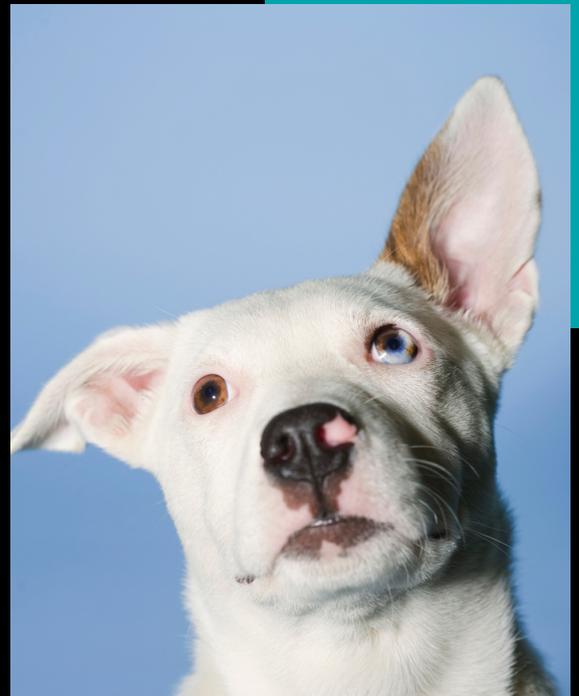
Ask open-ended questions to better understand the speaker's perspective and needs. This shows that you are engaged and interested in what they have to say.

## Summarize

Repeat back what you heard in your own words to ensure that you fully understand the speaker's message. This shows that you are actively listening and trying to understand their perspective.

## Be Empathetic

Try to see the situation from the speaker's perspective and show empathy towards their concerns. This helps to build trust and rapport and fosters a positive working relationship.



# Show Gratitude

Show gratitude towards the speaker for sharing their thoughts and opinions, even if you don't agree with them.

# Take Notes (Or Record)

Taking notes or recording a conversation can help you remember important details and show the speaker that you value their input.

# Be Present

Be present in the moment, rather than thinking about what you're going to say next or what you need to do after the conversation.

# Seek Clarification

Ask for clarification if you don't fully understand the speaker's message. This shows that you are actively listening and trying to understand their perspective.

# Avoid Judgement

Avoid jumping to conclusions or making assumptions about what the speaker is saying. Listen with an open mind and withhold judgment until you fully understand their perspective.



# *About Us*

SACRED FIRE CREATIVE IS A PORTLAND, OR-BASED DIGITAL MARKETING AGENCY THAT'S FOCUSED ON CREATING LEGACY – FOR YOU AND YOUR BRAND. WE WANT YOU TO HAVE AN ONLINE PRESENCE THAT'S AUTHENTIC, RELATABLE, AND A FORCE FOR GOOD. AND WE WANT YOU TO HAVE A DEEP AND SOLID CONNECTION WITH A TRIBE THAT TRUSTS YOU AND IS LOYAL TO YOU.

OUR CEO AND DIGITAL STRATEGIST MALEE OJUA IS A ROCKET SCIENTIST, A SHAMAN, AND A CONNECTOR. SHE HAS A PASSION FOR FOSTERING RELATIONSHIPS BETWEEN BUSINESS OWNERS AND THEIR TRIBE. SHE INTENTIONALLY WORKS WITH PEOPLE WHO ARE LOOKING TO SERVE THEIR COMMUNITY IN A BIGGER WAY AND CREATE POSITIVE CHANGE IN THE WORLD.

LEARN MORE ABOUT THE WAY WE WORK BY VISITING  
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