

LISTEN

MORE



Auditory neuroscientist Seth S. Horowitz, said that the difference between hearing and listening is **attention**. Listening is an active behavior that requires focus.

75%

of us are distracted or preoccupied when we should be listening

“Most people do not listen with the intent to understand; they listen with the intent to reply.” - Stephen Covey

Often times dialogue is viewed like a tennis match.



- Immediately after we listen to someone, we only recall about 50% of what they said.
- Long-term, we only remember 20% of what we hear.

Effective listening helps to resolve conflicts, build trust, inspire people, and strengthen teams. That's especially important to leadership.



- Spend most of your conversations listening and you'll absorb the information as it is given to you.
- When you stop worrying about what you're going to say and focus on what's being said, you will put more thought into what you want to communicate.

SOURCES

<https://www.linkedin.com/pulse/you-hearing-listening-five-benefits-jan-johnston-osburn>