

Your Coaching, Leadership & Innovation

questions answered

Jonne Ceserani is a coach, facilitator and trainer with 24 years experience at all management levels. He has worked with a diverse range of companies in the private and public sector, including Mars, Unilever, Coca-Cola, BAA, Johnson & Johnson, Barclays, Sainsbury's, BBC, Office of the Deputy Prime Minister and the NHS. In this regular column he addresses some of the Coaching & Training issues facing businesses in Derbyshire



Question:

Why do people never listen? I keep having to repeat myself which is very frustrating and a waste of time!

Answer:

Remember that time at school when the teacher barked at you, "Pay attention or I'll put you in detention!" Most of us had this experience. When I talk to you I speak at 100-120 words a minute. Your mind works a factor of 10 faster, more like 1200 words a minute. As I talk to you this is one meeting, in the room, and another meeting is going on in your head as you make associations, recall and create images, have ideas.

At school you were taught to 'pay attention' in order to listen to understand, a valuable skill where we seek or require understanding. Your natural listening style was to listen for ideas, by using stimulation, including conversation, to listen to what your head is telling you. This is a valuable and essential skill when you need ideas to solve problems.

In simple terms creative people and people who are full of ideas listen to their heads to see what it tells them, often seeming in a different world, and non-creative people try and make sense of everything by rationalising based upon past experience.

Try a new style of active listening, both for yourself and encourage others. Use a pad drawn up in two columns, recording associations and ideas on the right and understanding points on the left.

When you want people to 'pay attention' be specific about this up front saying, "I need your full attention while I talk about the following and afterwards I will give you time to reflect." Alternatively, "I'll ask you to paraphrase what I am saying please because it is important that I know that you have both heard and understood what I am about to say."

If you have a question you want to put to Jonne about a coaching, leadership or training issue within your own business, or would like Power and Grace to deal with an issue in your business related to this column, then call 0845 644 6831 or email jonne@powerandgrace.co.uk in strictest confidence.

POWER & *grace*

www.powerandgrace.co.uk