

# PREVIEW GUIDE



## I Know Just What You Mean

### Overcoming Roadblocks to Effective Communication

#### Table of Contents

Sample Pages from Discussion Leader's Guide.....	pgs. 2-5
Program Information and Pricing.....	pg. 6



**SUGGESTED USES FOR *I Know Just What You Mean!*  
*Overcoming Roadblocks to Effective Communication***

Our desire to be heard often gets in the way of our ability to hear. This video workshop shows how to improve interpersonal effectiveness by learning to distinguish between listening with the intent to respond and listening with the intent to understand.

***Interpersonal Communication Training***

Understanding customers' needs and concerns is vital in today's business environment. Feeling misunderstood not only frustrates customers, but leads them to look elsewhere for the products or services your organization provides. How well do customer service representatives really listen to customers?

***Sales Training***

Sales professionals can become more focused on "pitching" their product or service than on understanding the needs of prospective customers. *I Know Just What You Mean!* Is an effective sales training tool that underscores the vital importance of diagnosing needs before prescribing solutions.

***Meeting Effectiveness***

Most meetings would benefit from better listening by participants. Redundancies, lost ideas, boredom, and frustration are common results of poor listening. Meetings in which team members avoid the four common pitfalls illustrated in *I Know Just What You Mean!* produce more tangible results in a shorter time.

***Team Building***

Barriers to team effectiveness are often rooted in poor communication. Using *I Know Just What You Mean!* in a team setting can provide a springboard to discuss and analyze ways to improve team effectiveness through better listening and understanding.

## KEY CONCEPTS

- ? Most people listen with the intent to reply instead of with the intent to understand.
- ? We can be more effective, with tremendous benefit to the relationship, by seeking first to understand.
- ? When we seek to understand, we are applying the principle of empathy.
- ? Empathic Listening means listening with the intent to understand, to see a situation from within the other person's frame of reference.
- ? When we seek to understand, we show a willingness to be influenced by the other person's point of view.
- ? When people feel that we are truly interested in their point of view, they don't feel threatened and are more likely to loosen their grip on their position and consider new alternatives.
- ? Seeking first to understand is a universal principle of effectiveness. It lets us act from knowledge rather than from ignorance.
- ? Empathy requires us to transcend our own "autobiographies," to rise above seeing the world through our own frames of references.
- ? Autobiographical responses produce the following four tendencies, each deadly to empathy: evaluation, probing, advising, and interpreting.
- ? When we really, deeply understand each other, we open the door to creative solutions. Our differences are no longer stumbling blocks to communication and progress. Instead, they become the stepping stones to effective leadership.
- ? Once we understand, we then proceed to be understood. Both are necessary conditions for effective communication to take place.

## SUGGESTED LEARNING ACTIVITIES

### I. Preparation

- ? Provide paper and pencils for note-taking.
- ? Check to see that the VCR and television or monitor are working properly.
- ? Make sound and color adjustments, if needed, before starting the session.
- ? Ensure that all participants can clearly see the television or monitor.
- ? Dim lights when playing the video.
- ? Minimize distractions in the room.
- ? Ask viewers to remain seated throughout the video presentation because leaving the room or moving about detracts from the effect of the video.

### II. Introduce the Video

Present the following information before showing the video *I Know Just What You Mean!*

*We're going to watch a video called I Know Just What You Mean! Overcoming Roadblocks to Effective Communication, which is introduced by Dr. Stephen R. Covey, a noted authority on leadership. Dr. Covey begins by explaining the fundamental communication mistake most of us make: we do not listen with the intent to understand; rather, we listen with the intent to reply. Dr. Covey will also introduce us to four barriers, or roadblocks, that get in the way of our ability to understand each other more effectively. We'll then see how this happens in everyday life.*

*We will see four scenarios of people interacting during lunchtime at a restaurant.*

Post the following information on a flip chart or overhead projector. Break the class into four groups and assign one of the following scenarios to each group:

- ? Restaurant owner, waitress, and waiter
- ? Performance review
- ? Woman with her parents and daughter
- ? Manager with two of her account representatives

Explain that you will ask each small group to report their observations to the large group. Ask them to pay particular attention to how well people in the video are listening to each other.

### III. Show the Video (21 minutes)

#### **IV. Discuss and Apply Lessons from the Video**

##### **Group Discussion**

Distribute the Group Discussion handout, and ask the participants to divide into groups of three or four to discuss the following questions relating to their assigned scenario.

Allow approximately 10 minutes for the group discussions.

1. Which autobiographical responses (advising, probing, interpreting, evaluating) were used in the scenario you observed? Be specific.
2. What results were produced from these autobiographical responses?
3. With your particular scenario in mind (restaurant owner, waitress, and waiter; performance review; woman with her parents and daughter; manager with two of her account representatives), what advice would you give to enable the participants to communicate more effectively?
4. What other observations did you make?

##### **Group Reports**

Following these discussions, invite a spokesperson from each group to share their observations with the larger group.

Ask for additional comments after the reports have been given.

Next, ask these questions:

1. How can you tell when someone isn't listening to you? What attitudes and behaviors (including nonverbal behaviors) do you observe?
2. What are some ideas for improving our effectiveness as listeners?

##### **Individual Application Exercise**

Distribute the Individual Application Exercise handout, and ask participants to write their response to the following questions:

1. How do you think others evaluate your abilities as a listener?
2. Which autobiographical response do you use most often? How can you become more aware of your tendencies to use these inappropriately?
3. When are you at your best as a listener?
4. When are you at your worst as a listener?
5. What can you do to prepare yourself to listen more effectively during those times?
6. What underlying attitudes must you change to be a more empathic listener?
7. Who can you enlist to support your efforts to become a better listener? In what ways can this person(s) help?

Invite participants to share their insights from the Individual Application Exercise with the class or group.

## Materials Included With *I Know Just What You Mean*

---

The workshop designed to accompany the video-based program is a flexible, yet comprehensive half-day training design. The workshop kit includes all the materials you'll need to run the program:

- ◆ The **DVD** of *I Know Just What You Mean* provides the theory and examples to illustrate the workshop topics. This program explores the difference between listening with intent to respond and listening with the intent to understand.
- ◆ The **Discussion Leader's Guide** contains background information on the different aspects of listening skills and suggested uses for the video in a training curriculum. Included are activities and exercises for participants to do with each other throughout the session.

## Program Information and Pricing

---

Purchase Price: \$495.00

Rental Price: \$225.00

Preview Price: Free

Running Time: 20 minutes

Materials included with purchase: DVD, Discussion Leader's Guide

## Quantity Pricing Discounts

---

### ***I Know Just What You Mean* Program**

2 copies	10% off
3-5 copies	15% off
6-10 copies	20% off
11-15 copies	25% off

Industry discounts may apply; call your Sales Consultant for more information.

(contents, pricing & discounts subject to change without notice)