

# WHAT IS POOR LISTENING COSTING YOUR ORGANIZATION?

60%

of all management challenges are related to inadequate listening.

70%

of SMBs claim "ineffective communication" is their primary problem.

74%

of what we hear, we misinterpret, misunderstand or change.



## THESE POOR LISTENING HABITS ARE AT THE HEART OF MANY BUSINESS PROBLEMS

### PRODUCTIVITY

17.5

The hours per week SMBs spend clarifying miscommunications.

\$420,000

SMBs annual cost of lost productivity resulting from miscommunication.

### ENGAGEMENT

65%

Employees not engaged at work.

70%

Disengaged employees who cite "not feeling valued" as a core reason for their dissatisfaction.

### TURNOVER

66%

Employees who say feeling "unvalued" makes them likely to leave their job.

55%

Businesses that communicate effectively are more likely to have 55% lower-than-average rates of employee turnover.

## 5 WAYS TO IMPROVE LISTENING IN YOUR ORGANIZATION

### 1 EMBRACE THE FULL COMMUNICATION EQUATION

95% of people think that the primary responsibility for effective communication rests with the speaker, but speaking is only 1/2 of the communication equation. Speaking + Listening = Communication.

### 4 COACH FOR BETTER COLLABORATION & TEAMWORK

75% of employers rate teamwork and collaboration as "very important", yet only 18% of employees get communication evaluations at their performance reviews. Providing coaching based on Listening Intelligence can help team members work together more effectively, delivering up to 80% growth.

### 2 DIAGNOSE THE LISTENING HABITS OF YOUR EMPLOYEES

No two people hear the same thing exactly the same way. Different people listen to and for different types of information. When organizations are armed with Listening Intelligence, they can better predict employee behavior and foster more effective communication.

### 5 MAKE LISTENING A KEY VARIABLE IN HIRING DECISIONS

Employees consistently list communication as one of the top skills they're looking for in qualified candidates. Listening Intelligence helps hiring managers make smarter decisions based on existing group dynamics and listening styles.

### 3 VALUE THE PERSPECTIVE OF YOUR PEOPLE

Employees who feel as though their manager is invested in them as people are more likely to be engaged. Understanding how your individual team members listen and communicate is step one to investing in their success.

## READY TO IMPROVE LISTENING IN YOUR ORGANIZATION?

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