



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Unit 1 - Chapter 3

Chapter Name: Listening skills

Today's Agenda

1. What is listening
2. Process of listening
3. Importance of listening
4. Basic types of listening
5. Barriers to effective listening
6. How to listen effectively?
7. Benefits of effective listening

1 What is listening ?



Listening is the ability to accurately receive and interpret messages in the communication process

- Listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood
- Listening is one of the most important skills you can have
- An active process of getting information, ideas “Listening is the process of receiving, constructing meaning from, and responding to spoken”
- It builds trust and encourages problem solving but it takes practice
- Listening is not just about being quiet while someone else is speaking
- Listening is with the **mind** and hearing with the **senses**
- Just Listening to words is not enough; a good listener has to pay attention to the non-verbal communication of the speaker

2 Process of listening



3 Importance of Listening

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- We display respect to other's view point
 - We show that we are serious
 - Helps us to learn
 - Helps us to adapt and understand
 - Empathize
 - Good listening enables people to tell their story
 - To avoid communication errors

4 Basic types of listening



5 Barriers to effective listening

Some common barriers in the process of listening are listed below:

- Pre-judgments about the speaker
- Assuming that the speaker is going to give some unimportant information (attitudinal barrier)
- Arriving late for a speech, presentation or lecture (bad habits)
- Judging the speaker by his/her mannerisms, voice, appearance, accent, etc (cultural barriers)
- Lack of concentration/interest (wrong assumption)
- Avoiding listening to difficult, boring or complex information and selectively listening only to what is considered interesting
- Speaker or listener being distracted by disturbances (Physical barriers)
- State of health
- Physiological barriers

5 Barriers to effective listening

Poor listeners may demonstrate these behaviours :

- knowing the answer
- trying to be helpful
- trying to influence or impress
- making assumptions
- only hearing what you want to hear
- daydreaming
- being in a hurry
- looking for points to argue with
- feeling nervous or vulnerable

Common listening issues:

- Tuning in and out
- The glazed look
- Mentee centered
- Becoming heated
- Giving space

6 How to listen effectively?

- Stop Talking – Be Silent
- Show Interest
- Empathize
- Ask Questions
- Maintain Eye Contact
- Take notes
- Listen Creatively
- Put Your Entirety
- Pay attention to non-verbal cues
- Send feedback
- Avoid or eliminate distraction
- Try to gather information about the topic to develop interest and familiarity

7 Benefits of effective listening

Enhances
productivity

Improves
relations

Avoids
conflicts

Improves
understanding

Improves
negotiation
skills

Adds to your
Image &
Personality