



# Personal Listening Profile<sup>®</sup>

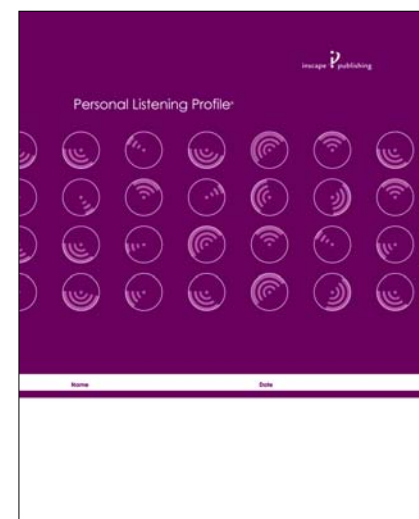
## Overcoming Communication Barriers

Organizations have always known that success depends on people communicating effectively, contributing not only to the bottom line but to a positive performance environment. Successful organizations also know that good communication is not just about speaking well. It's about the quality of the connection between the senders and the receivers of the message. The strongest influence on the quality and outcome of all communications is the ability to listen effectively. Only by listening effectively can you respond appropriately.

### Learn to Listen and Respond with Purpose

Listening is more than hearing. Listening is the ability to receive, attend to, interpret, and respond to verbal messages and other cues, like body language, in ways that are appropriate to the purpose.

If the message is entertaining, our purpose is to enjoy, so we listen and respond in a relaxed manner. If the message is intended to persuade us, our purpose is judgment, so we listen and respond critically. It is estimated that people screen out or misunderstand the intended meaning or purpose of a message in over 70 percent of communications, making listening the biggest contributing factor to miscommunication.



Available online  
and on paper



## Discover the Impact of Different Listening Approaches

Behavioral research shows that people approach listening with different purposes and with different motivations related to achieving that purpose. The *Personal Listening Profile*® is a self-directed learning instrument that helps people discover their preferred or most natural approach to listening as they gain insight into the different listening approaches of others. The *Personal Listening Profile* identifies five listening approaches as Appreciative, Empathic, Comprehensive, Discerning, and Evaluative.

## Adopt an Appropriate Listening Approach

The *Personal Listening Profile* also helps people see that their preferred listening approach may not be appropriate to every situation. They learn when and how to adopt another listening approach for more successful communication. It outlines three primary factors to consider in choosing the listening approach appropriate to the situation: Purpose, Motivation, and Behavioral Indicators.

## Related Products

The *Personal Listening Profile* Facilitator's Kit provides everything trainers need to administer the *Personal Listening Profile* in facilitated sessions. The kit includes research and technical background, a fully scripted seminar, presentation materials on CD-ROM, and two profiles. Contact your Inscape Publishing Authorized Distributor for details.

## Inscape Publishing

The power to transform individuals, teams, organizations. Inscape pioneered the original DiSC® learning instrument over three decades ago. Today, we continue to create innovative products and services that inspire, energize, and empower individuals. Available in 21 languages in over 50 countries, our extensively researched, time-tested resources create the opportunity for transformational experiences. We have helped more than 40 million people develop a deeper understanding of themselves and their relationships, discover their potential, and realize greater success.

Kathy Peterson  
PeopleWorks, Inc.  
PO Box 1093  
Storm Lake, IA 50588

712.284.2881  
info@peopleworksinc.com  
www.peopleworksinc.com