



DO BUSINESS FASTER™

Jim's Profit Accelerator 177 Your Gift

Leaders are flooded with exhortations about all that they should do, or not do, or undo. This is about what you could do, if you chose to. It's a skill worth further development that can pay big dividends to those around you, including your family, and to you.

SPEED BUMP: Listening may be the best gift of all.

Don't leave yet: there's a difference between theories of listening and doing it—especially in tough situations.

Here are situations that cripple listening, just when it's essential:

1. The other person is angry at you, and it tugs a personal string.
2. The topic is vital, loaded emotionally, and carries negative memories for you.
3. The topic seems mundane, but you are surprised by a turn in the talk: rejection, questioning, doubting, lack of interest. None of these is unusual by itself. What gives them power over you is the string they pluck in you.
4. You're caught in a mistake, and surprised to learn that you've erred.

SPEED BUMP: Actual listening vaporizes quickly into other things.

What's different about real listening is your motivation. It's to understand. It's not prep to influence, sell, reconnect, or mollify. It has no other purpose, because the other purpose corrodes the listening into selling. Your disciplined person objects that this is useless, and builds toward no goal. That's right.

The other secret is that you can do more than just listen, but listening is a gateway drug. Really listening has these surprising outcomes:

1. It's **calming**, because you let go of your agenda.
2. It's **enlightening**, because you'll learn something.
3. It's **exciting**, because you'll see a possibility that you've missed.

SPEED BUMP: Listening works best when you value the other person.

Valuing the other person drops differences in rank or power, opening a door to the new.

The real power in listening may be seeing the other person, so that they feel seen. To be seen is to validate where you are; to be more than your output or your attitude. The magic of being

seen is that you're more willing to stop theater and posturing in favor of being where you are. That sounds Zen, until you note that finding reality is a foundation for great relationships and great organizations.

SPEED BUMP: Being seen and validated is one of the top motivators, period.

Seeing others requires patient focus, a few questions, and a willingness to let the dialog go a bit. The payday is the kind of team that most folks hope to find some day.

ACCELERANT: Who will you listen to today?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: "How can I use this today?" or "Who can use this?"

For more information, visit www.grewco.com.

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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