



DO BUSINESS FASTER™

Jim's Profit Accelerator 224 Duh 2

Your leadership superpower isn't strategy, tactics, motivation, analysis, or anything like that. Your leadership superpower is (wait for it): *listening*.

Of course, you know that listening is important, maybe vital for anyone working with people. Of course, you listen to folks around you.

But just to check, try this assessment of yourself:

Listening Assessment

Read the statements below and score yourself on each using the following scale: 10=all the time; 8=most of the time; 6= some of the time; 4=occasionally; 2=seldom; 0=never

Statements: When I'm with another person...

1. I originate most ideas in our conversation.
2. I feel like I'm the smartest person in the room.
3. I realize I'm indispensable to the success of my business.

What your score means:

<u>Score</u>	<u>Meaning</u>
<input type="radio"/> 20–30	You're out of touch with other people.
<input type="radio"/> 10–20	You have room to do better.
<input type="radio"/> Under 10	You are that rare listener!

Now really score yourself if you dare: Ask three people (one of them your spouse or best friend) to score you.

Big Tip: Listen to their answers until they stop talking.

SPEED BUMP: Most of us love to talk more than we love to listen.

Since it's a big step to magically become a great listener, how to start? Use listening cues like these: nodding, saying um-hum, repeating the key word of the last sentence.

Ask questions like these:

1. *How would you apply that here?*

2. *When did that happen to you?*
3. *How did that affect you?*

ACCELERANT: Where will you try listening today?

Bonus (if you dare): Start a listening partnership with another person who's with you a lot. Ask at least one question on every topic. Listen like you're preparing to make a speech about what she or he said.

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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