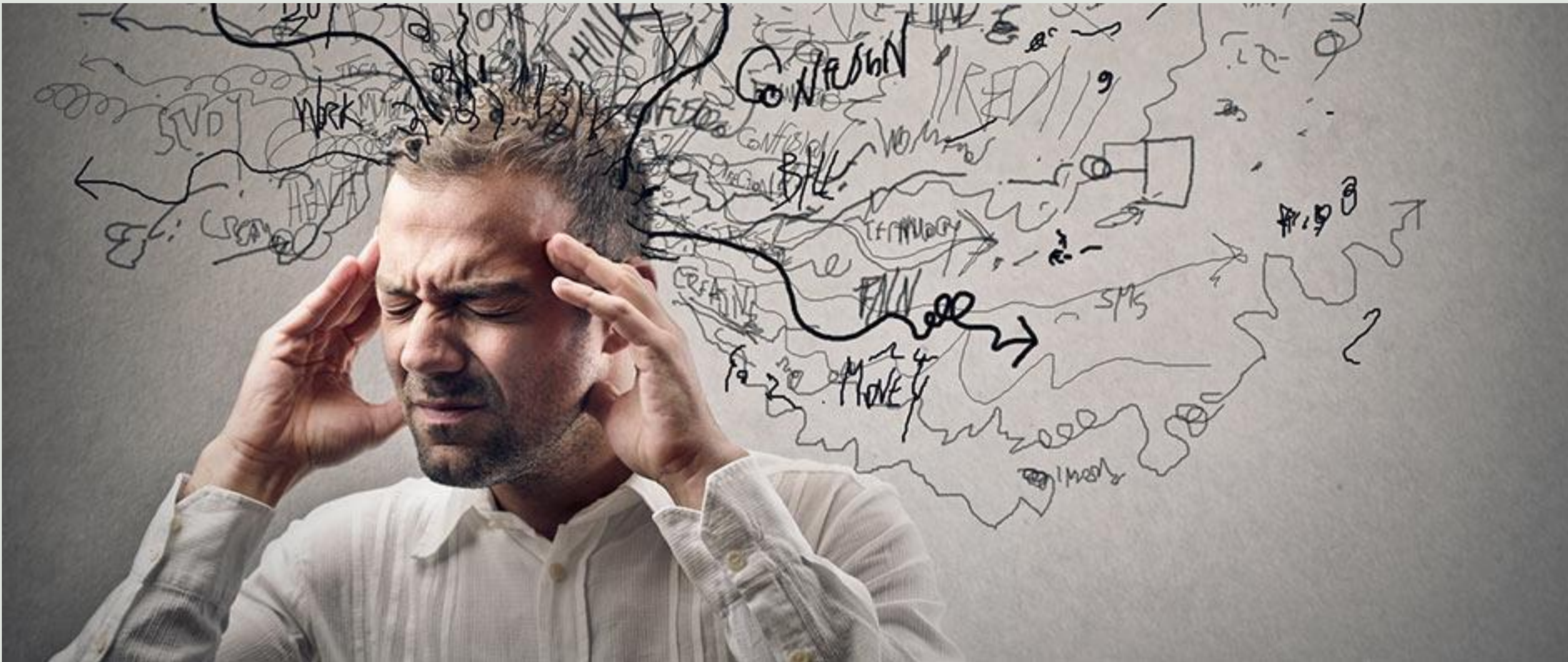


# Step 2 – Link to your listener’s concerns



A close-up photograph of a middle-aged man with grey hair, wearing a dark grey suit jacket, a light blue striped shirt, and a dark blue tie. He is looking slightly to the right with a thoughtful expression. The background is a soft, out-of-focus blue and white.

# The importance of linking to your listener's concern

1. Remain Positive
2. Focus on the Desired Outcome
3. Give and Request Feedback
4. Follow up after your communication

# Knowing how to pass your listener's relevancy test

Regardless of culture, the most effective motivator – **RELEVANCY**  
**!** **Think about yourself** – How much of what you read/hear/see do you remember?



**Relevancy test** – the speaker/writer must get your attention and motivate you to listen/read more

**! STEP 2** – How to involve your listeners by linking relevant ideas to them  How to make YOUR opinion relevant to them



# What is listening?

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- Speakers assume that the listener has heard what they said as they intended it.
- Listeners assume that they have interpreted accurately.

Are you going out tonight?

Can I have some money?





# What is listening?

- Speaking always deliver an **approximation** of what you mean.
- Listening and reading is always an **interpretation** + it is culturally conditioned.

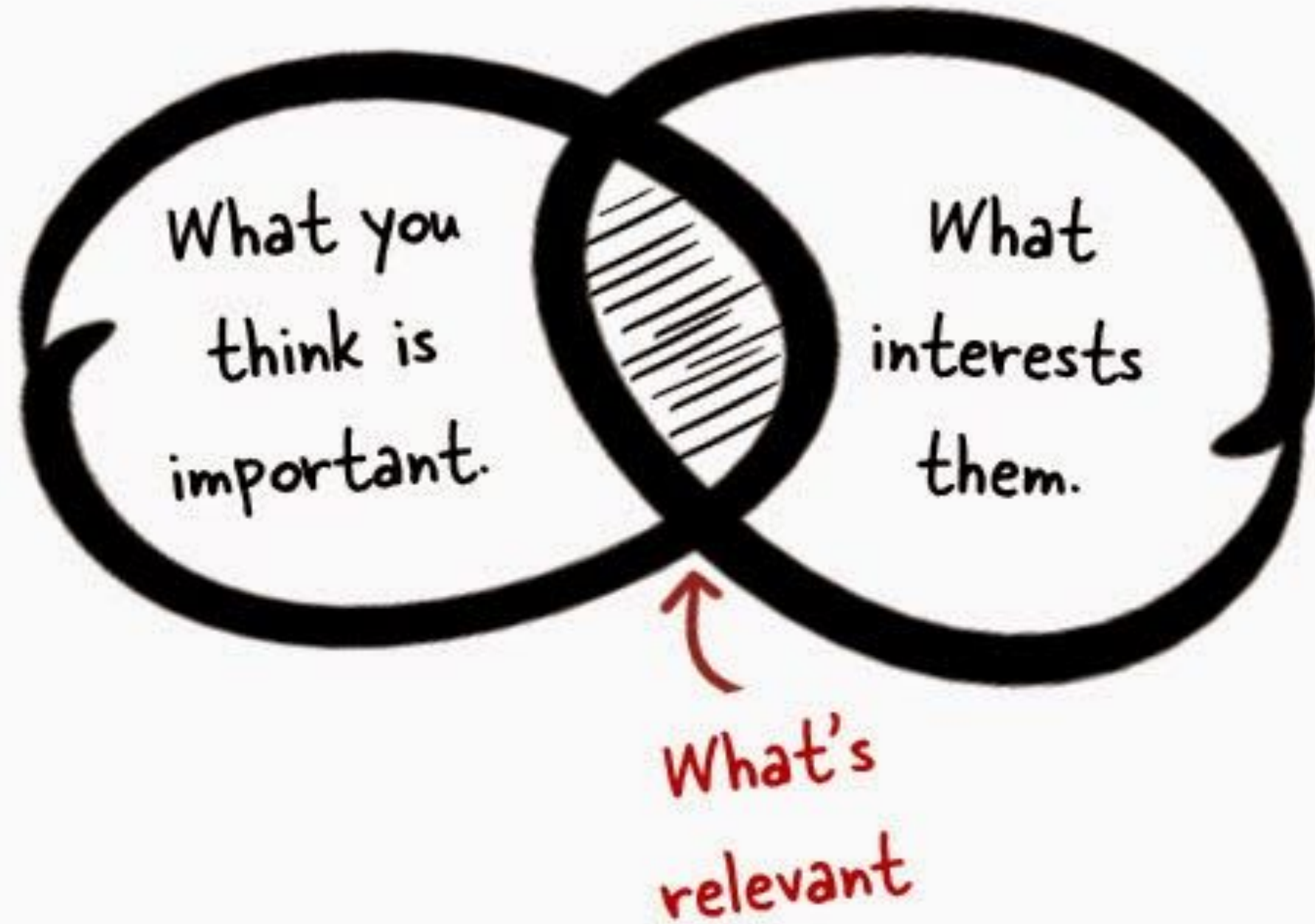
- Voice tonality, body language and shared values can help us understand the speaker.



# ARE YOU ADDRESSING YOUR LISTENERS' CONCERNS?

K. Mostenets

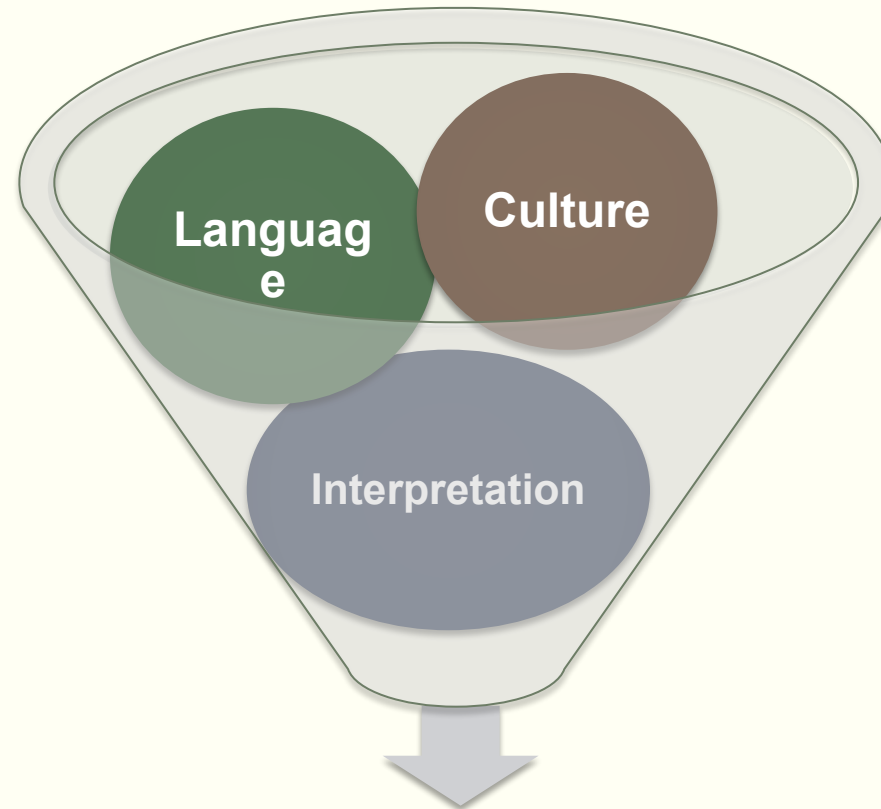






# Avoiding intercultural blind spots

**The Speaker :** considers listeners' concerns



**Listeners:** take responsibility for how they interpret what the speaker says or writes

# How to implement Step 2

- A. Ask yourself, “What are the concerns of my listeners or readers?” Spend 15 or 20 minutes writing down your opinions about what concerns them;
- B. Read the answers again and delete any opinions that you do not want to use;
- C. From what is left, choose three concerns that link “best” with the three opinions selected in Step 1. Write a sentence linking concise opinions to the concerns;
- D. Edit each sentence several times until you are satisfied that it is as concise as you can make it.
- E. Arrange the order from the most important to the least important.

# Instruction A

- Asking different questions to be relevant;
- Various questions linked to various concerns;
- Choose a particular person or audience;

What is important to him/her?	What does he/she care about?
What interests him/her?	What worries him/her?
What does he/she want?	What is it that he/she does not want?
What does he/she need?	What does he/she fear?

- Answer the questions without restricting yourself,
- One has to look at things from the perspective of another;
- The flow of language process for Step 2 is more complex and time consuming but it becomes more fluid with practice – gaining insight into different kinds of listeners.

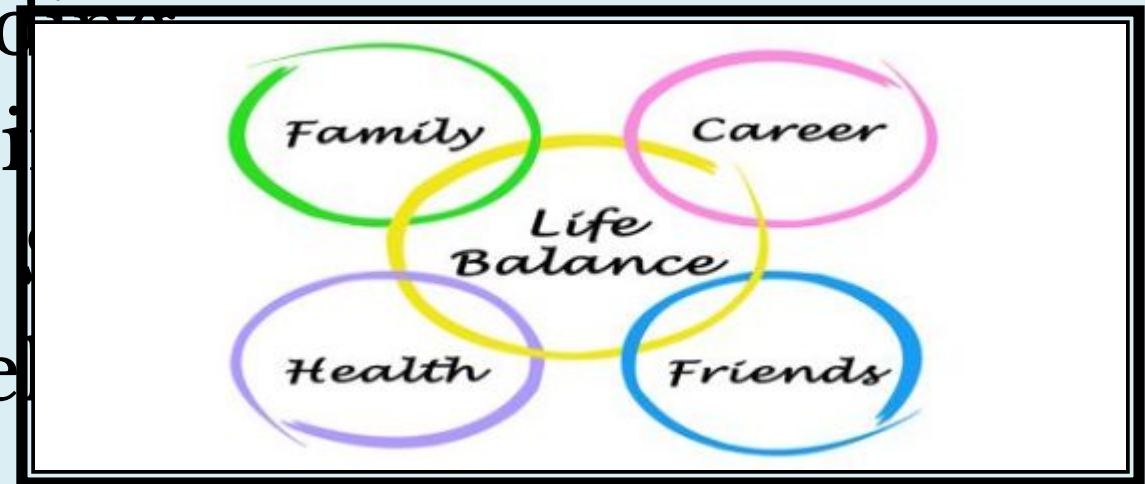
# Instruction B

- Re-read everything that you have written;
- Delete anything you now consider irrelevant or inappropriate.
- Do not waste time justifying to yourself why; work quickly and



# Instruction C

- The “best” choices are not always the first concerns you come up with or even the most logical ones;
- One has to be willing to articulate more personal, universal kinds of concerns;
- Proving the relevance of your opinions you will motivate others to keep listening or reading;
- Write three sentences combining the opinions you expressed in your response with the three concerns you selected.



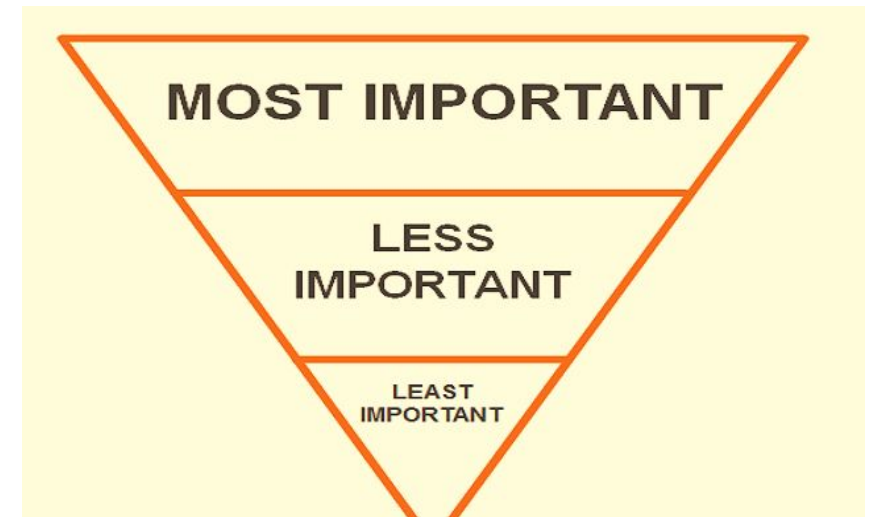
# Instruction D

1. **Simplify** the sentences you wrote in C
2. Be **clear** and **concise** about what you want to say



# Instruction E

1. Figure out what is relevant for your listeners
2. Decide the most important ideas and less important ones
3. Arrange the order



**DO YOU CHOOSE YOUR CONCERNS OVER YOUR LISTENERS' CONCERNS OR VICE VERSA?**

# *Walking confidently on both sides of the intercommunication street*



- *Using English* – an **ideal opportunity** for everyone to build new communication skills;
- *Clarity and brevity* is a winning combination when you communicate interculturally in English.