

Forum Notes for the **Business 2** Context

Context Leads: *Jan Flynn*

Writer: *Jacqueline Henderson*

Friday 10:20 – 12:30

Expectations

- Applied Tools and Information
- Hone research interests
- Employee and management relations
- Learn more about listening in performance review context
- Listening in the government sector/ performance management
- HUGE difference in performance management and performance review
- Ways to apply (applications for...) listening in volunteer organizations, community, and heated issues.
- Where does listening fit in business?
- Where does listening fit in academic business?

Instruments

- Would like to see a listening instrument where practical meets theory.
- Jan would like to see more instruments on validity and reliability. Rigger of instrument development... does it work across the world?
- No instruments for the business field.
- No one is familiar with Organization Listening Survey. Barbara is going to check on the internet for the instrument.
- Self protection when listening to politics. People form preconceived notions. Maintaining viewpoints concept of filters. They power of labels... in business context. What do label executives expect?
- What are the characteristics of listen skills?
- Simple, validated, helpful, measure of skills as opposed to measure of style
- Suggested to become fascinated with the people you talk to.

Issue of trust

We talked about the skills to listen for comprehension when looking at the business environment. Listening as an individual... style is awesome but actual information is ambiguous.

National Communication Association

How is listening developed in listening programs? (A barrier to knowledge isolating “listening” impact)

- 1.) There is a lack of recognition and respect for listening in the corporate world.
- 2.) Listening is hard to measure.
- 3.) The listening concept itself is ill defines concept/context.
- 4.) Academic arrogance... (The idea that listening is only suppose to be in communication classes not business classes) access to research data base info.
- 5.) There is a lack of business respect for academic work. Institutions need applied focus translated to lay language.

Friday 1:35 – 2:35 (cross context)

Context Leads: *Lynn Cooper and Amy Matten*

Business

- Return on investment (listening benefits)
- Technology is influence
- Lack of business respect for academic work

Religion/spirituality

- Understanding of trigger words
- Individual preparedness to deal with vulnerability
- Fear of listening (accepting other's ideas makes one less of a person)

Healthcare

- Patient and caregiver sharing information
- Identification to barriers and filters to listening
- Inquiring into the cost-effectiveness of listening

Theory Research

- Definition (getting the definition and connecting it with the knowledge)
- Instruments of validity and reliable
- Models (what is venerability all about?...then go to a instrument)

Education

- Training
- Assessment
- Application/strategies
- Return on investment
- Accountability
- Outcomes! Something to show to make something legitimate....

Saturday 8:55 – 9:50 (cross context)

Context Leads: *Lynn Cooper and Amy Matten*

Changes in Listening

- 1.) Accountability
- 2.) Assessment
- 3.) Defining
- 4.) Research
- 5.) Theory Building
- 6.) Creating Safe Environments
- 7.) Listening Across the Life Span
- 8.) Dissemination of Theory and Research

Lucette and Lynn offered Steve instruments

Should listening go to general to specific or specific to general? Noises identify personal vulnerability factors in the moment (life long process) acceptance and awareness. Effective listening fosters awareness and environment.

Saturday 9:55 – 10:45

Context Leads: *Jan Flynn*

Create tangible benefits that empower people across their life spans and cultures using appropriate definitions, assessments and creditable listening programs.

BIG OVERLAPS

- Constructs and theories
- Life long learning education and training
- Tangible benefits of bottom line aspects

Listening affects cross cultural socioeconomic status meaning race, gender, age, etc.

Are there **tangible** benefits and problems from listening?

There is a replication of current listening research across broader populations.

There is a need to create proper definition and tools for listening.

It is important to have good theory and good research (not just college students).

The need for collaborative assessment research the results in tangible benefits listen that represents the business needs on all levels.

Saturday 12 – 12:30 (Brainstorm Session)

Context Leads: *Jan Flynn*

***How can a company create a listening culture?

***Bottom line cost

Listen impacts sales productivity, turn-over, sales, recruiting, total bottom line, job satisfaction, growth and longevity in a business environment.

Is there a particular style of listening for the corporate workplace?

What impact does competitiveness have on the listening work place?

A focus group of different business leaders... want or need to know about listening in the workplace...

How do we identify the listen gaps given the shared culture through... assumption of understanding

Employee's perception of what management is saying... what do they really hear?
Listening fidelities

Performance reviews... measurable objectives

Study face to face listen between different cultures

NCA has standards for listening abilities how do they apply in businesses