

Listening serves as the foundation for all communication. **Successful listening significantly impacts the bottom line!**

To more information or to register for all or part of this exciting day, go on-line to  
**Maine ASTD**  
<http://www.maineastd.org/>  
or to **ILA**  
[www.listen.org](http://www.listen.org)

**Cost: Only \$100 for entire day's program!**

*Breakfast & Keynote Only: \$10 ASTD members (\$20 non-members)  
Morning Sessions Only with Breakfast & Lunch: \$60*

Conference presenters will motivate and inspire you to enhance your listening in the workforce and **BEYOND!**



## **Business Listening Conference**

**Thursday, March 27, 2008**

**Portland, Maine**

**Holiday Inn by the Bay**

**8 a.m. - 6 p.m.**

A partnership of the  
*International Listening Association* and the  
**Maine Chapter** of the  
*American Society for Training and Development*



## Conference Agenda

AM	
7:30	Registration
8 - 8:15	Welcome & Opening Session
8:15 - 9	Keynote: <i>Listening Guarantees the Training &amp; Development Lighthouse Foundation</i> - Dr. Steil
9 - 10:15	Session I: <i>Listening At-a-Glance</i> - Dr. Timm & Dr. Orick-Martinez
10:15 - 10:30	Refreshment Break
10:30 - 11:45	Session II: <i>Contrary to Public Opinion, Listening is Hard Work &amp; Requires Practice</i> - Mr. deLisser
11:45 - 12:45 p.m.	Luncheon Keynote: <i>Maine Poet Laureate</i>
PM	
12:45- 2	Session III: <i>Strike up the Band: Using Listening in Appreciative Inquiry to Maximize Motivation to Make Significant Changes</i> - Dr. Bentley
2 - 2:15	Refreshment Break
2:15 - 3:30	Session IV: <i>Mastering Emotional Reactivity: An Opportunity for Effective Listening</i> - Ms. Grau & Mr. Katz
3:30 - 5	Session V: <i>Illuminating the Secrets of Developing Listening Leaders</i> - Dr. Steil
5 - 6	Meet & Greet

## Join the International Listening Association!

Members of the *International Listening Association* (ILA) are part of an elite group of individuals from various career fields who are devoted to learning more about the impact that listening has on all human activity. Some of the additional benefits of ILA membership include the following:

- Subscription to both the *Listening Post*, our online newsletter that features organizational information as well as articles by researchers and authors, AND to the *International Journal of Listening*, which publishes scholarly research.
- Access to our *Convention Paper Resource Center*, which includes articles and programs by listening and communication scholars, teachers, and trainers, AND to the *ILA Archives*, which includes newsletters, various papers, articles, and photographs covering the 29 years of the organization.
- Voting rights—Important for election of officers and for organizational business.

**Mark your calendar for March 27-29, 2008, and join listening leaders from around the world in Portland, Maine.** ILA's cooperative and engaging atmosphere provides opportunities to share applied, theoretical, and strategic ideas about listening. You will have ample time to network with top researchers, scholars, teachers, trainers, and authors in the field, all who can assist you with research, curriculum development, training, and pedagogy techniques.

**To find out more about the ILA and the 29<sup>th</sup> Annual Convention, please visit us at [www.listen.org](http://www.listen.org).**



## Workshop Descriptions (Continued)

### **Mastering Emotional Reactivity: An Opportunity for Effective Listening**

– Ms. Jennie Grau and Mr. Arnie Katz

Intense emotional reactions often distract us from conversation. These emotions bring out our worst listening skills. How long we remain distracted and how willing and able we are to return to the conversation differentiates effective from ineffective listeners. Effective listeners master these moments. They understand the value of listening. They are able and willing to shift their focus away from their reactions and back toward the conversation.

This session examines core beliefs skillful listeners use to maintain their outward focus and commitment to listen and will explore the value in managing these emotional moments, while helping participants discover what the healing arts can teach about managing emotional reactivity.

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### **Illuminating the Secrets of Developing Listening Leaders –**

Dr. Manny Steil, *International Listening Leadership Institute*

This session will spotlight the rationale for and the components, methods, and the benefits of illuminating the secrets of developing listening leaders. Participants will enhance their understanding of the importance of developing refined listeners throughout their organizations. In addition, participants will discover the Ten Golden Rules inherent in the process of listening, leading, and succeeding at all levels.

Central to the challenge of all professional trainers and developers, this workshop program will provide each participant with concrete direction, proven strategies, up-to-date resources, and practical tools to enhance listening leadership effectiveness within their own organizations.

## Keynote Address and Workshop Facilitator



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**Dr. Lyman K. (Manny) Steil, CSP, CPAE**, is internationally recognized as a Hall of Fame Speaker and Listener as well as an award-winning author of five books.

Manny is chairman and CEO of the *International Listening Leadership Institute*. His international client list is extensive and includes both large and small businesses as well as education and government institutions. As a protégé of Dr. Ralph G. Nichols, the Father of the Field of Listening, Manny founded and served as the 1<sup>st</sup> president of the *International Listening Association*. A Life member, Dr. Steil is still actively involved in all aspects of the ILA.

You can learn more about Manny at

<http://listeningleaders.com/home.html>.

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## Additional Workshop Facilitators

**Dr. Lisa Orick-Martinez** is full-time faculty at Central New Mexico Community College. In addition to teaching, she facilitates faculty development for CNM and conducts classes in curriculum and assessment for Santa Fe Community College.



Lisa's Ph.D. is in Organizational Learning and Instructional Technologies. Her doctoral research project studied the listening practices of leaders. Currently, Lisa is vice-president of the *International Listening Association*.

You can learn more about Lisa at <http://planet.cnm.edu/lisao/>.

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**Dr. Susan A. Timm** earned a doctorate in Business Education. Her doctoral study found that listening training has a positive impact on multicultural sensitivity. Susan earned the *International Listening Association's* Graduate Thesis/Dissertation Award for excellence in research.

Susan teaches full time at Elgin Community College, Illinois, as well as conducts numerous workshops. In 2006, she was selected as 1 of the top 50 adult educators in the United States and Canada. A member of many professional organizations, Susan serves as chair, Public Relations Committee of the *International Listening Association*.

You can learn more about Susan at <http://faculty.elgin.edu/stimm/>.



**Contrary to Public Opinion, Listening is Hard Work and Requires Practice** – Mr. Peter deLisser, *Responsible = Communications*

Does this coaching technique sound familiar? “I wait while they explain what they want to do, but I am not really listening, because my technique is ‘I got the solution, Baby’.” Unfortunately, to many of us, it does. Do you know how hard it is for us *not* to tell someone else how to do something, particularly if we are like him or her—results driven? Most of us are well aware of the well-known management theory “Yes-But” where you sandwich “BUT here’s what you did wrong” or “BUT this is what you should have done” between some positive feedback, such as “What a great job” or “Keep up the good work”. However, what if the goal was not to solve the problem? Instead, you were to coach the person into solving the problem by him or herself.

This session will provide opportunities for practicing specific techniques that will help you listen and then reply when you are coaching individuals for high performance.

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**Strike up the Band: Using Listening in Appreciative Inquiry to Maximize Motivation to Make Significant Changes** –

Dr. Sheila C. Bentley, *Bentley Consulting*

Appreciative Inquiry (AI) is a highly motivating, strengths-based approach that generates enthusiasm, hope, and optimism. Based on research from several fields, AI is being used in organizations of all sizes, with individuals, and with whole companies. The AI facilitator or coach is required to listen non-judgmentally, supportively, creatively, and realistically while participants develop the vision (Dream) of what they would like to become, and then design how they will go about making this dream become a reality.

This session explores the four-phase cycle (Discover-Dream-Design-Destiny) and shares tools and listening techniques to use during the process to achieve maximum motivation and get the best results from the process.

# Keynote & Workshop Descriptions

**Keynote Address: Listening Creates the Training & Development Lighthouse Foundation** – Dr. Manny Steil,  
*International Listening Leadership Institute*

As “Listening Lights the Way for Business,” effective listening also provides the foundation for all productive training and development. Listening for, and to, the pressing individual and organizational training and development needs lights the way for desired ultimate training and development success. In addition, enhancement of all training participants’ listening attitudes, skills, and actions translate into productive and measured training and development end-results.

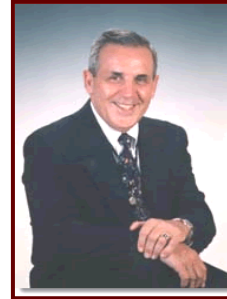
With 44 years of developing and presenting listening training in organizations throughout the world, Dr. Steil will highlight the importance of spotlighting listening development opportunities, and light the way for action for ASTD and other professionals everywhere.

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**Listening At-A-Glance** – Dr. Susan A. Timm and Dr. Lisa Orick-Martinez

Research verifies that much of what people know is learned through listening. And although most businesses today place good listening skills among the top traits they look for in prospective and current employees, few individuals have had any formal training in listening. Without listening training, studies indicate that the average person listens at a low efficiency level. Thus, many people are relatively poor listeners.

This hands-on, introductory workshop will provide background information on this vital aspect of communication as well as explore strategies for improving listening. Participants will assess their own listening skills and focus their attention on the positive behaviors that enhance listening. They also will explore the differences in attitudes and feelings that result when listening to others versus ignoring them. Workshop members will explore current myths and practice active listening skills such as questioning and paraphrasing techniques to assure understanding.



**Mr. Peter deLisser** is president of *Responsible = Communications*, which he started in 1993. He coaches individually senior/high potential leaders, builds “new” teams faster, and creates courageous leadership meetings for America’s Fortune 500 companies. He is a global, remote coach recently building a marketing team with 14 members on 5 continents.

Peter’s techniques for getting business leaders to “accept 100% responsibility for the results of each conversation” were best described in his published article, “Make Every Conversation a Sales Call.” Peter’s book, *Be Your Own Executive Coach*, is published in English, Korean, and Japanese. Currently, it is being used in an MBA program. He is an active member of the *International Listening Association*, which selected him as the 2006 Business Listener of the Year.

You can learn more about Peter at <http://www.delisser.com>.

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**Dr. Sheila C. Bentley** of *Bentley Consulting* draws on twenty-five years of communication consulting experience with a wide range of clients nationwide to produce an informative, practical, and entertaining learning session.



Sheila has published on the subjects of listening and memory and has trained thousands of employees annually to be more effective leaders and communicators. She is a past president of the *International Listening Association* and of the Memphis chapter of the *American Society for Training and Development*; she has been involved in both organizations for over 20 years.

You can learn more about Sheila at <http://www.bentleyconsulting.org/index.cfm>.

## Facilitators (Continued)



**Ms. Jennifer Grau** is president of *Taliaferro/Grau Associates*, which specializes in developing clients' speaking, listening, and conflict resolution skills. Jennifer has over 15 years of experience as a trainer, coach, and professional speaker for corporate clients, non-profit organizations, and educational institutions as well as for divisions of local, state, and federal governments.

Jennifer has written and presented on a variety of topics and has made numerous television and radio appearances. Her work has been noted in both the *Wall Street Journal* and *U.S. News and World Reports*. Jennifer is a member of many professional associations including *International Listening Association* and *American Society for Training and Development*.

You can learn more about Jennifer by e-mailing her at [tgatrainee@aol.com](mailto:tgatrainee@aol.com).

**Mr. Arnold "Arnie" Katz** is the owner of two Boston-based companies: *Golden Hands Massage Therapy* and *Katz & Dogz*. Arnie has over 23 years of experience as a licensed massage therapist and facilitator of healing. His work incorporates traditional massage techniques with his own unique touch and an intuitive knowing for identifying places people hold stress and tension in their bodies. In addition to his private practice, Arnie offers instructional sessions and workshops on massage, stress reduction, and relaxation techniques at neighborhood health centers, community centers, retreats, and corporate conferences and events.



Throughout his practice, Arnie has been affiliated with several of the finest Boston-area hotels, fitness centers, hospitals, and more. His clients and workshop participants have included people (and their pets) of all ages, backgrounds, professions, and from all walks and all stages of life. His work has been featured in many television programs and in various newspapers across the country.

You can learn more about Arnie at <http://www.goldenhandsmassage.com/index.html>.



## The 2008 Business Listening Conference

is being held in conjunction with the

### 29<sup>th</sup> Annual Convention of the *International Listening Association*

**Thursday, March 27; Friday, March 28; & Saturday, March 29**

**Holiday Inn by the Bay  
Portland, Maine, USA**

In addition to Thursday's business listening program, the remaining days of the ILA Convention include a variety of breakout sessions (some business related), attention-grabbing speakers, great food, an awards ceremony, a book display, silent auction with proceedings going to the Student Scholarship fund, and so much more. Join us for any or all of these exciting days.

**To find out the full 2008 Convention costs and other details,  
please go to**

[http://www.listen.org/Templates/convention\\_2008.htm](http://www.listen.org/Templates/convention_2008.htm).

***Please register by Feb 25, 2008; convention fees are higher after that date.***

***Please reserve hotel rooms by Feb 25, 2008.  
Special rates (\$125 single or double occupancy)  
are available until that date.***

For room reservations, call (800) 465-4329 or visit  
[www.innbythebay.com](http://www.innbythebay.com).