

LISTENING DEEPLY



Quiz

ENCOURAGE CLARITY

encourage clarity

To help a person to respond beyond descriptions & expressions there are some tools to encourage clarity.

Which are they?

Find the answers after each question

encourage clarity

1. pin to a place & time
2. find the roots
3. turn passive into active



encourage clarity – pin to a place & time

When do you use pin to a place & time?

to focus on a particular memory

this helps the person

Why?

encourage clarity –pin to a place & time

It's easier for a person to articulate their interior cognition when it is **connected to a memory** from a particular event



sometimes the person cannot clarify their interior cognition for you in which case, **just let it go**

encourage clarity – pin to a place & time

What example phrases can you use to help focus a person on a particular memory?

encourage clarity – pin to a place & time

“so the last time was ...”

“run me through a specific time ...”

“is there a time you remember vividly enough to tell me your inner thinking ...”

“so that Tuesday what went through your mind ...”

encourage clarity

How do you learn how an **expression layer concept** was formed?

opinion
preference

(of a brand/product)
perception, opinion,
behavior, attitude

expression
layer



find the roots

when the person **first formed** an opinion or preference
if they can remember

encourage clarity – find the roots

But, **wait!**

Aren't the expression layer concepts valuable? Many organizations guide strategy by them.

encourage clarity – find the roots

Expression layer concepts have been valuable to marketing and to market research (about a brand or a product/service).

But we want to **develop cognitive empathy**, in order to get past our **assumptions** about people. Expression layer concepts do not provide the interior cognition necessary.

encourage clarity – find the roots

So, why should you find the roots in a listening session?

encourage clarity – find the roots

The roots are the **inner thinking**, **emotional reactions**, and **guiding principles** that **created** the opinion or preference.

You can go back to the **creation** and learn that **interior cognition** in order to **develop cognitive empathy**.

... only if the person has a **memory** of the **creation** of the expression layer concept they mentioned.

encourage clarity – find the roots

So, do I need to pin them to a place & time also?

not really

Why? Finding the roots is already asking about a particular memory. It is the same as pin to a place & time in that regard. But finding roots is done for a different reason, using different phrases.

Also, the **creation** of the opinion or preference is **not necessarily** a time when they were pursuing this **purpose**.

encourage clarity – find the roots

What example phrases can you use to help the person back to the creation of the opinion or preference?

encourage clarity – find the roots

“where did that come from?”

“how did you form that preference?” (or opinion)

“do you remember the experience where this formed in your mind?”

“what is behind that?”

“what is the history of that?”

encourage clarity

What about turning passive into active? How do you do it?

ask what the person did

after the thing happened, or happened to them


encourage clarity – turn passive into active

What example phrases can you use to turn passive into active?

encourage clarity – turn passive into active

Ask what the person did after the thing happened to them.

“how did you react?”



helps the person get
to interior cognition

“what did you think/do next?”

encourage clarity

Should you use these techniques one at a time? (including the techniques to ask for interior cognition)

yes, and ...

you will use one technique at a time, and you can switch techniques quickly, if one doesn't seem to help the person

encourage clarity

Remember, don't be afraid to ask.

if you don't ask, you will miss their **interior cognition**
or make **assumptions**

