

LISTENING DEEPLY



Quiz

# PLANTING THE SEED FOR DEEP LISTENING

# planting the seed for deep listening

Planting the seed for deep listening is not about persuading stakeholders or leadership. That's not the goal you want.

Keep reading to learn how to convert yourself to be their ally.

Answers will show after each question.

# planting the seed for deep listening

If it's not about persuading people, what is it about?

# building trust relationships

It is **not about persuading** stakeholders or leadership.

It is about **understanding their thinking, finding their roots, respecting their thinking, and showing them trust.** If it works, they will trust you as well.

# planting the seed for deep listening

How can you build trust?

# by listening deeply

build **trust** by building **your deep understanding** of  
**each stakeholder**



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How long will it take to build trust?

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Building trust relationships takes **effort & time**

**years**

And it is **infinitely important**



partly why so many organizations have broken teams, because people infrequently stay at a job for years



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How do you decide where to start?

# find out

which stakeholders at your organization can you develop relationships with?

... choose people to help you see how and why product strategy is currently developed

... in order to build relationships so they trust you



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When they trust you, what are stakeholders interested in?

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They will NOT be interested **in how you produce** the knowledge.

They rarely have cognitive space for a detailed report.

They will be interested in **the impact of the knowledge** itself.



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What are three ways you can you support your stakeholders?

# support your stakeholders

Choose to build knowledge that will help them.

Speak about the knowledge using their language.

Help them find additional knowledge from other sources that will enrich the creativity of support.



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Where else in your organization can you apply deep listening?

# look for footholds

Examine existing research techniques at your organization.

e.g. usability testing, user interviews, card sorting,  
generative interviews, JTBD interviews

Is there a chance for you to introduce more listening into  
any of these?





# planting the seed for deep listening

What's the impact of listening deeply in your career?

# expand your ability

to experience the world from someone else's perspective



this is yet another way to bring deep listening in to **enrich** your work

