



Personal Listening Profile®



PERSONAL LISTENING PROFILE®

Successful organizations know that effective communication bolsters employee morale, boosts performance, and increases the bottom line. They also know that the strongest influence on the quality and outcome of all communications is the ability to listen well. Only by listening effectively can people respond appropriately.

LEARN TO LISTEN AND RESPOND WITH PURPOSE

Listening is more than hearing. Listening is the ability to receive, attend to, interpret, and respond to verbal messages and other cues, like body language, in ways that are appropriate to the purpose. If the message is entertaining, our purpose is to enjoy, so we listen and respond in a relaxed manner. If the message is intended to persuade us, our purpose is judgment, so we listen and respond critically. It is estimated that people screen out or misunderstand the intended meaning or purpose of a message in over 70 percent of communications, making listening the biggest contributing factor to miscommunication.

DISCOVER THE IMPACT OF DIFFERENT LISTENING APPROACHES

The *Personal Listening Profile*® helps individuals identify which of the five listening approaches they use to process, organize, store, and retrieve information:

- **Appreciative:** Listens in a relaxed manner, seeks enjoyment, entertainment, or inspiration.
- **Empathic:** Listens without judging, is supportive of the speaker, and learns from the experiences of others.
- **Comprehensive:** Listens to organize and make sense of information by understanding relationships among ideas.
- **Discerning:** Listens to get complete information, understand the main message, and determine important details.
- **Evaluative:** Listens in order to make a decision based on information provided and may accept or reject messages based on personal beliefs.

The *Personal Listening Profile* also helps people understand when their most natural listening approach may not be appropriate, and how to adopt another approach for more successful communication.

ENHANCE INDIVIDUAL AND TEAM PERFORMANCE

Organizations use the *Personal Listening Profile* to

- Enhance communication
- Strengthen customer relationships
- Improve management effectiveness
- Reduce conflict
- Develop leaders

Personal Listening Profile® Applications

- Coaching
- Communication
- Customer Service
- Sales
- Diversity
- Leadership
- Management Development
- Teams

AVAILABLE REPORTS

Personal Listening Profile®

The *Personal Listening Profile*® is a 16-page learning instrument that helps individuals understand how to listen more effectively in a variety of situations.

Personal Listening Profile Individual Report

The *Personal Listening Profile* Individual Report highlights strengths and growth areas for each communication style and provides specific suggestions for communication skills improvement. It includes a Communication Gap Analysis, an at-a-glance look at how the respondent's listening strengths and challenges relate to the intended message of the speaker. Enhanced action planning encourages people to reflect on how their listening style interacts with that of others and helps them develop strategies for reducing miscommunication.

Personal Listening Profile Facilitator Report

The *Personal Listening Profile* Facilitator Report gives you a heads-up on group dynamics by showing you how group members use each listening approach. At a glance, you'll see the similarities and differences within your group that can lead to miscommunication. You'll also be able to identify those individuals whose scores fall outside of group averages and who may feel isolated or alienated by the dominant group culture.

 The EPIC Edge

indicates report is available online through the EPIC online profile delivery system



indicates report is available on paper



ABOUT INSCAPE PUBLISHING

Inscape Publishing, the leading provider of instrument-based learning systems, pioneered the original DiSC learning instrument over three decades ago. Today, we continue to create innovative products and services that engage, inspire, and empower individuals and organizations. Available in 21 languages in more than 50 countries, Inscape's learning resources have helped over 40 million people gain insight into their attitudes, behaviors, and potential in the workplace.

inscape  publishing



Brian Ward

Affinity Consulting

105, 215 Blackburn Drive East

Edmonton, Alberta T6W 1B9, Canada

780.432.8182

brianward@affinitymc.com

www.affinitymc.com