

# Want better insights and stronger trust? Listen more.

A dedicated listening session can help you uncover fresh ideas and build deeper connections.

Use this checklist to make every conversation count.

- Clarify your goal:** Define what you want to learn or achieve.
- Encourage all voices:** Make space for quieter participants to share.
- Set expectations:** Let participants know the topic and purpose in advance.
- Take notes or record:** Capture insights accurately without filtering.
- Pick the right setting:** Choose a neutral, comfortable space.
- Spot themes:** Review your notes to identify recurring ideas.
- Ask open-ended questions:** Insights start with prompts like "Tell me about..."
- Close the loop:** Share a summary with participants and thank them for their time.
- Listen more than you talk:** Aim to listen 80%-90% of the time.

"Most of the successful people I've known are the ones who do more listening than talking."

- Bernard Baruch, advisor to U.S. presidents Woodrow Wilson and Franklin D. Roosevelt