



Authentic behaviours that sell

## Listening Sins



# Listening Sins

Listening is one of the most important skills to becoming a Digital Ally. Have a look at some of the following 13 listening sins and see which ones are applicable to you. Over time you can train yourself and your ears to become a digital allies listener of first choice

## 1. Comparing

When we listen to others our mind can instead be trying to assess who is more (or less) smart, competent, experienced, confident etc. Is it you or the other person? How do they compare to me, or someone else I know? Some people focus on who has suffered more...who's the bigger victim in this story?

## 2. Mind Reading

This is where our mind tries to figure out what the other person is really thinking and feeling. For example: "She says she wants to go to the show, but I'll bet she's tired and wants to relax." When mind reading, we pay less attention to words than intonations and subtle cues in an effort to see through the truth

## 3. Rehearsing

This is where your whole attention is on the preparation and crafting of your next comment. You have to look interested, but your mind is going a mile a minute because you've got a point to make! You've probably heard the statement – are you really listening or are you waiting to speak? This is a very popular listening sin!

## 4. Filtering

When you filter, you listen to some things, particularly anything threatening, negative, critical, or unpleasant (or positive). It's as if the words were never said. Essentially you filter in the things that fit with what you want, and filter out the stuff that don't

## 5. Judging, or Prejudging

This is where instead of listening you are judging someone as incompetent or un-qualified, so you don't pay much attention to what they say

## 6. Dreaming

Something the person says suddenly triggers a chain of private association. You are prone to dreaming when you feel bored or anxious, but you can start dreaming at any time

## 7. Identifying

In this listening sin, you take everything the person tells you and refer it back to your own experience. Everything you hear reminds you of something you've felt or done. You're so busy with these exciting tales of your life that there's no time to really hear the other person!

## **8. Advising**

In this listening sin you are a great problem solver, ready with help and suggestions. You don't have to hear more than a few sentences before you begin searching for the right advice. A great fixer maybe, but a poor listener!

## **9. Sparring**

In this listening sin your focus is on finding things to disagree with. You take strong stands, you are very clear about your ideas and references. The way to avoid sparring is to repeat back and acknowledge what you've heard and look for one thing you agree with.

## **10. Being right**

This is the listening sin where you will go to any lengths to avoid being wrong. You may twist the facts, start shouting, make excuses or accusations, or call up past misdemeanours. You can't listen to criticism or be corrected, and you can't take suggestions to change.

## **11. Derailing**

Instead of listening, you suddenly change the subject. You derail the train of conversation when you get bored or uncomfortable with a topic, and head it into a direction that you want to talk about.

## **12. Placating**

This is where you say words like "Right...Right...Absolutely...I know..." You want to be nice, pleasant and supportive. You want people to like you, so you agree with everything. You may half listen; just enough to get the drift, but you're not really involved

## **13. Assumption**

This is the sin where you have heard it all before, and you make every connection while they are talking. Actually, you could even finish off their sentences for them, or accurately predict the EXACT thing they are about to say...