



**Municipal Officials Seminar
Association of Manitoba Municipalities**

Facilitated by

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Goal

The goal of this presentation is to encourage you to listen powerfully, engage fully in conversations, and stimulate authentic influence both interpersonally and online to achieve results that are significant for both yourself and others.

The Powerful Listener Equation

$$\text{Powerful Listening} = \frac{\text{Content} + \text{Emotion} + \text{Intention}}{\text{Listening} \times \text{Responding}}$$

Content.

You listen to the actual words and ideas communicated by the person speaking. You also listen and respond to the implied message in what the person is saying. Remember there may be ambivalence and conflict in content communicated.

Emotion.

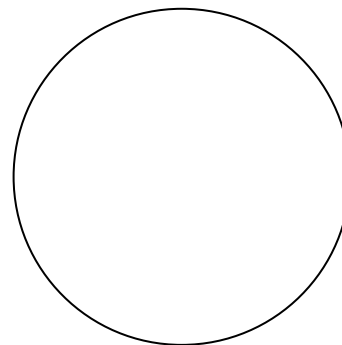
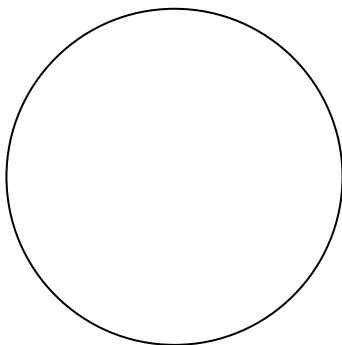
Identify and give words to the emotions communicated by the speaker. The emotion may contradict the content. The powerful listener has a rich feeling vocabulary. Much of the speaker's emotion is communicated nonverbally. Listen carefully for the motion in emotion. This gives you a strong clue to the speaker's intentions.

Intention.

The powerful listener listens to what the client intends to do about what they are saying. Intentions are the implicit goals in what a person communicates to you.

Listening x Responding.

Listening is not a passive exercise. Your effectiveness in listening is multiplied by your responding and demonstration of listening. The careful listener responds frequently. My rule of thumb is: I respond if I do not understand what the speaker is saying or if I believe the speaker does not know what she or he is saying. I believe that listening involves good dialogue not a monologue on the behalf of the speaker where the listener just keeps quietly nodding his or her head.



Refining Content, Emotion & Intention:

I guess because of _____

you feel _____

and you want to _____.

Content (the content and context of the speaker):

- What is the person saying?
- What are the facts?
- What are the inferences?
- What does the person mean?
- What are they not saying?
- How are they slanting what they say?
- How much of their content is experience (what happens to them)?
- How much of their content is behaviour (what they are doing)?
- How might someone else say this?
- How might they say this to someone else?
- Is there conflict in the content?
- What is the context we are communicating in?

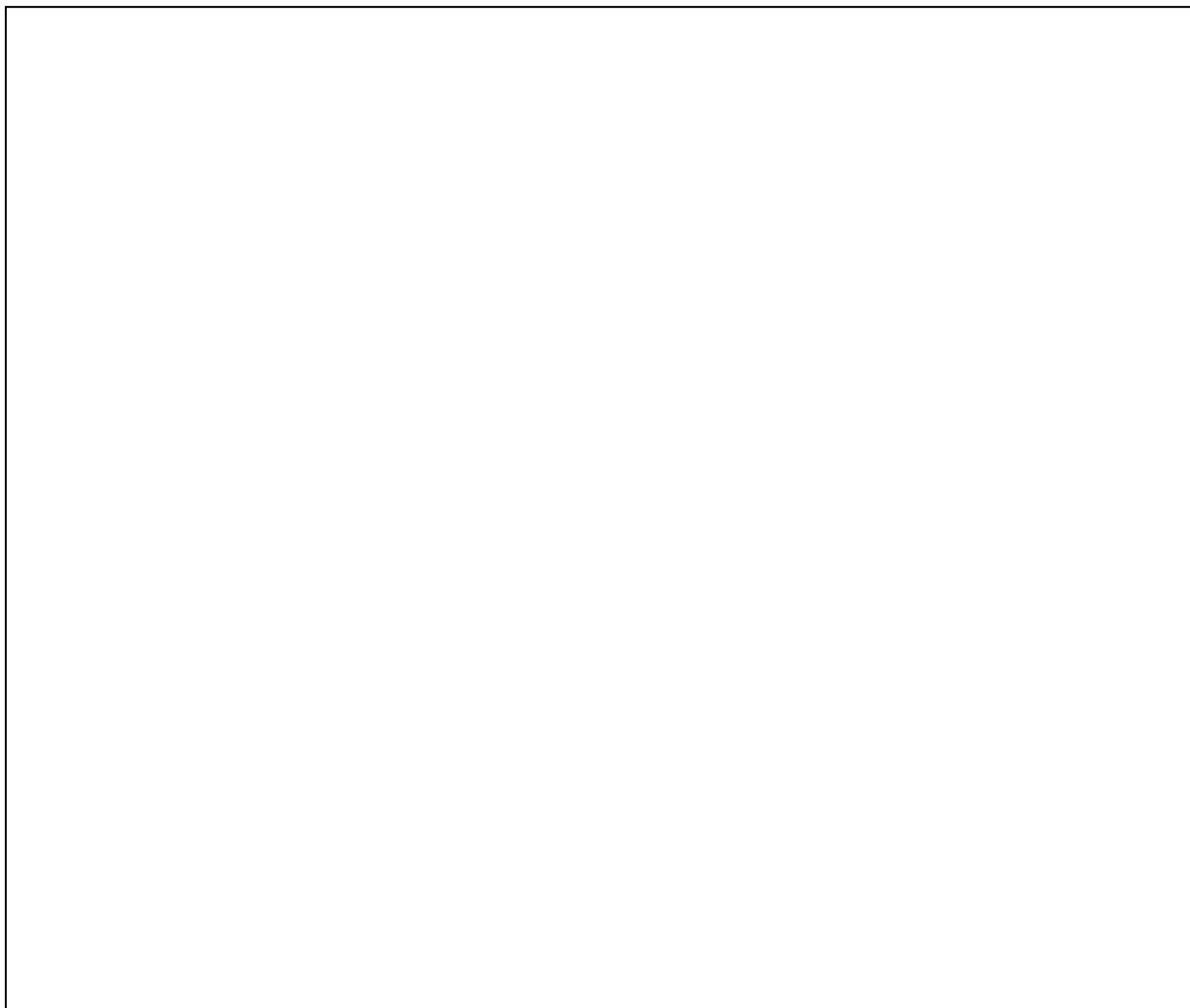
Emotion (feeling and mood communicated in speaking):

- How is the person communicating with me?
- What is the emotion or emotions?
- Do I sense a motion in the emotion?
- Is the emotion stable or is it changing?
- How comfortable is the person with their emotional expression?

Intention (stated or implied action):

- Why is the person speaking with me?
- What is my role in this listening encounter?
- What is it that they want me to do?
- How much of the intention is embedded in the emotion?
- Is their intention stated?
- Is their intention implied?
- How does the intention change as I listen to the person?

Co-Creation: Mutual Purpose



Influence

The ability to affect others attitudes, beliefs, and behaviours without using force or formal authority.

Persuasion

If you want to persuade people show them the immediate relevance and value of what you are saying in terms of meeting their needs and desires.

Resource List

1. Patterson, Greeny, Maxfield, McMillan, Switzler. **Influencer: The Power to Change Anything.**
2. Madelyn Burley-Allen, **Listening: The Forgotten Skill.**
3. Thomas Crum, **The Magic of Conflict.**
4. Patterson, Greeny, Maxfield, McMillan, Switzler, **Crucial Conversations.**
5. Dent and Brent: **Influencing: Skills and Techniques for Business Success.**
6. Sam Horn, **Tongue Fu!**

Engaging Conversations Powerful Listening Authentic Influence

New tools on the internet have changed the web from static information to dynamic conversation. Think of it as going from a tourist brochure of your community to an interactive experience with residents, former residents, and visitors. These new tools are called Web 2.0 or social media.



5 benefits of the new tools:

1. You can listen powerfully and interactively to your community.
2. You can create meaningful conversation and enhance influence to strengthen your community.
3. You can showcase special events and community celebrations in new, rich, and dynamic ways.
4. You can maintain strong connections to current and former residents.
5. You can link your community to other similar communities.

These new tools are inexpensive. You can get started in a matter of minutes and make changes in seconds.

Your guides. John Junson and David Zinger offer creative and innovative design paired with powerful coaching and consulting to put the tools in your hands.



To learn more and jump into the conversation,
click the above button at www.davidzinger.com

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