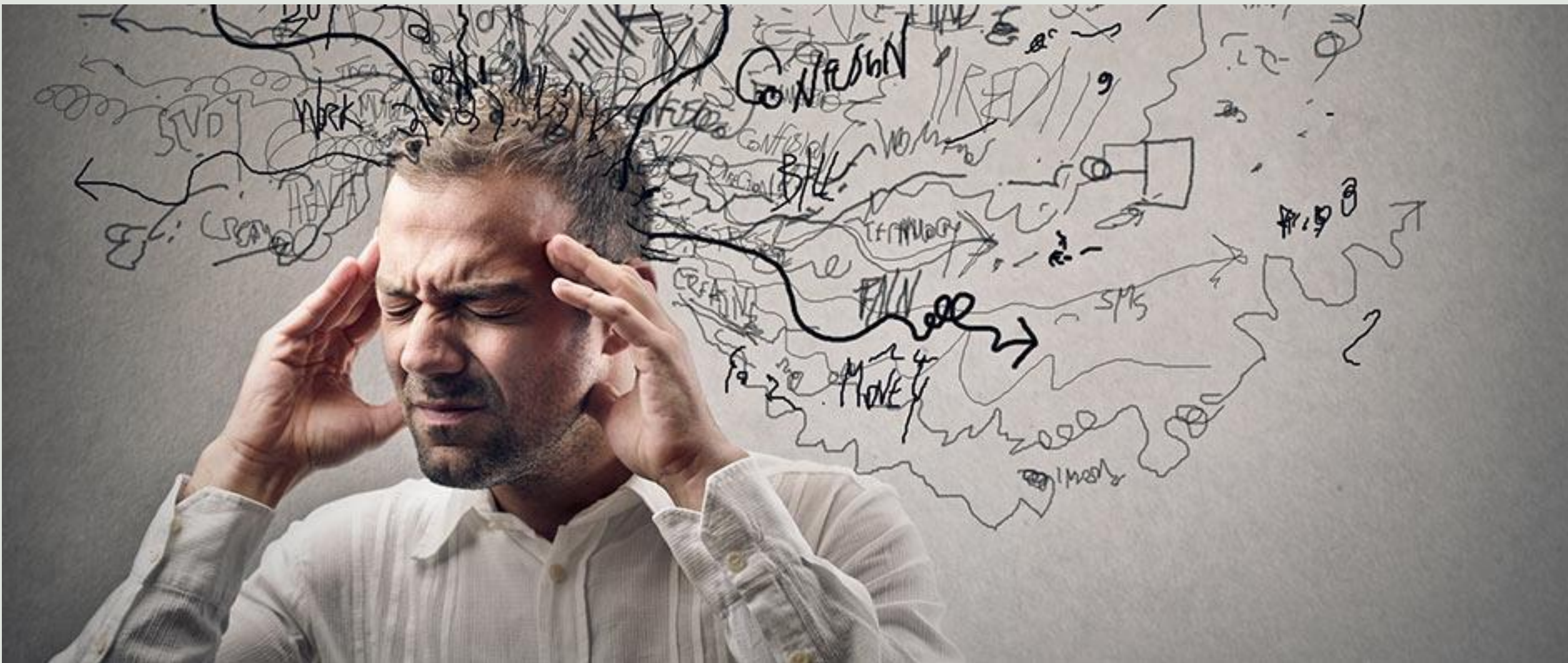


# Step 2 – Link to your listener's concerns



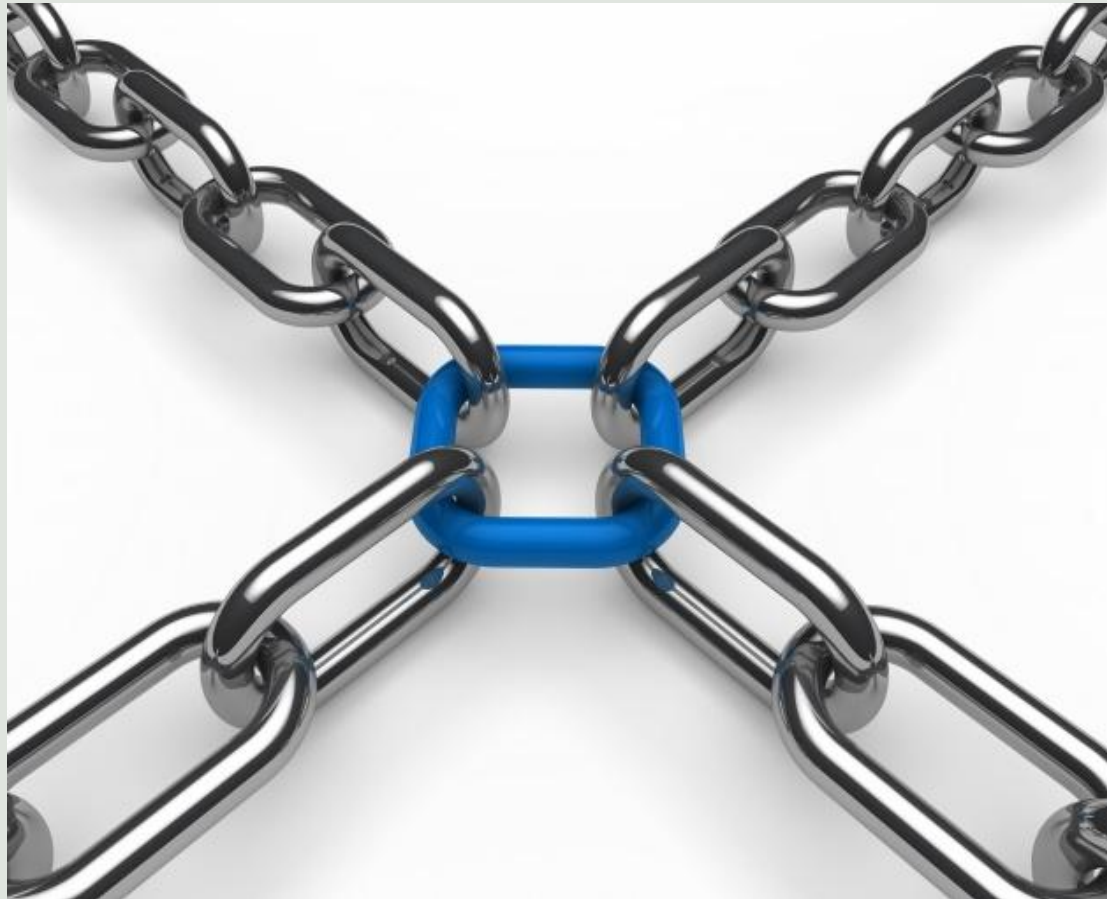
# Knowing how to pass your listener's relevancy test

Regardless of culture, the most effective motivator – **RELEVANCY**  
**!** **Think about yourself** – How much of what you read/hear/see do you remember?



**Relevancy test** – the speaker/writer must get your attention and motivate you to listen/read more

**! STEP 2** – How to involve your listeners by linking relevant ideas to them  How to make YOUR opinion relevant to them



# What is listening?

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- Speakers assume that the listener has heard what they said as they intended it.
- Listeners assume that they have interpreted accurately.

Are you going out tonight?

Can I have some money?





# What is listening?

- Speaking always deliver an **approximation** of what you mean.
- Listening and reading is always an **interpretation** + it is culturally conditioned.

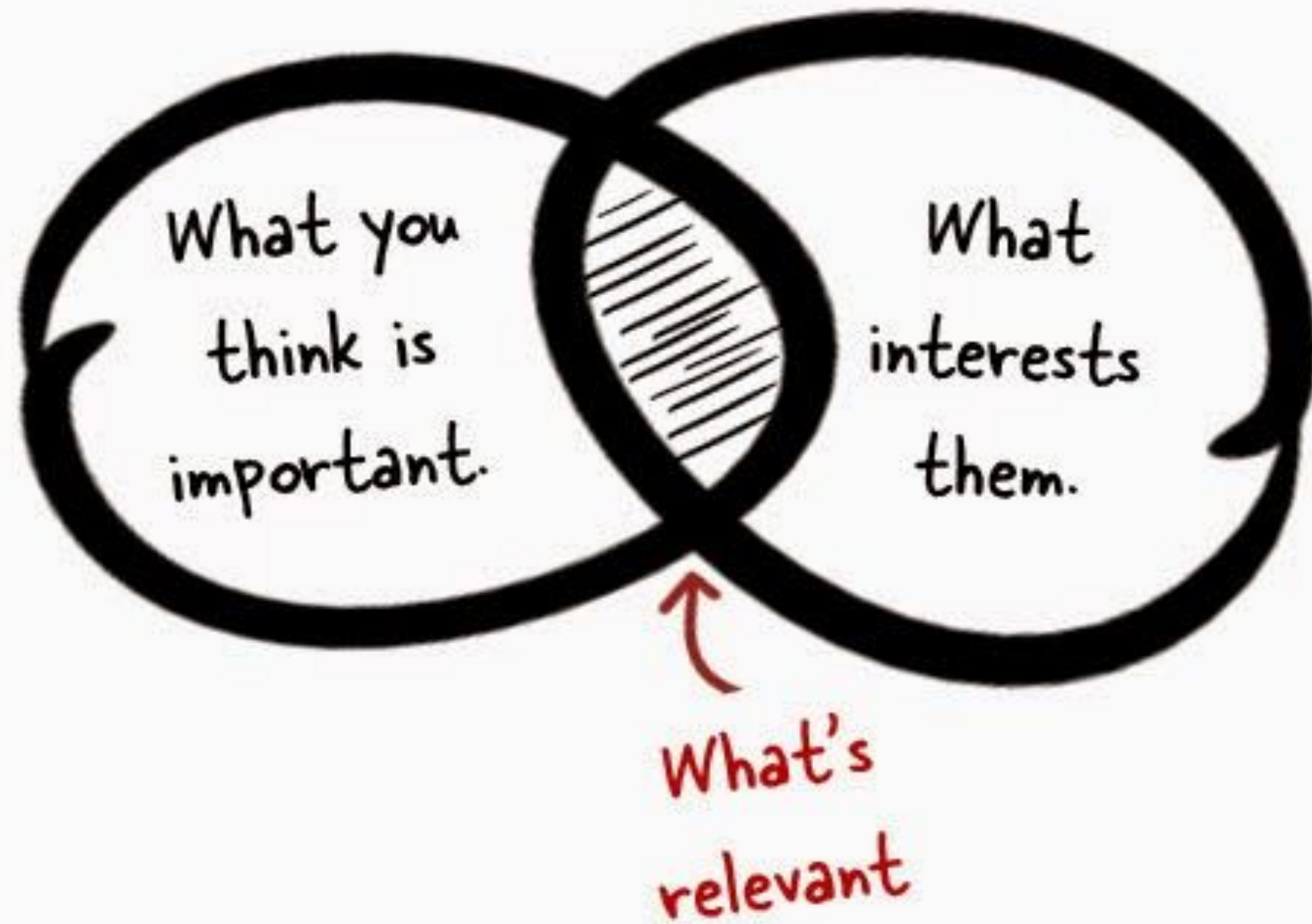
- Voice tonality, body language and shared values can help us understand the speaker.



# ARE YOU ADDRESSING YOUR LISTENERS' CONCERNS?

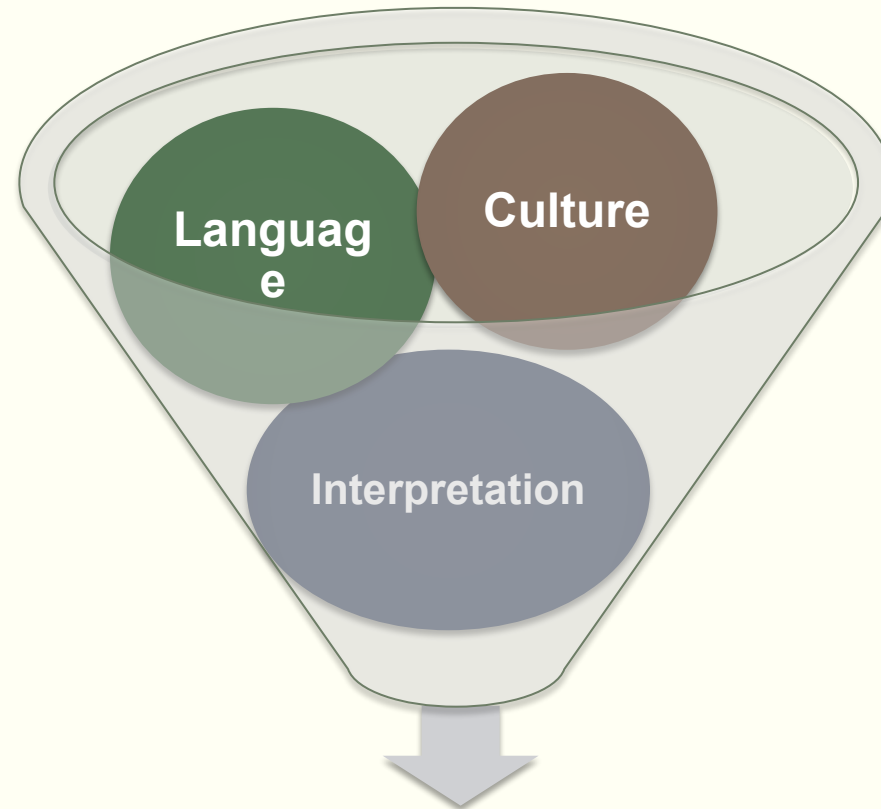
K. Mostenets





# Avoiding intercultural blind spots

**The Speaker :** considers listeners' concerns



**Listeners:** take responsibility for how they interpret what the speaker says or writes