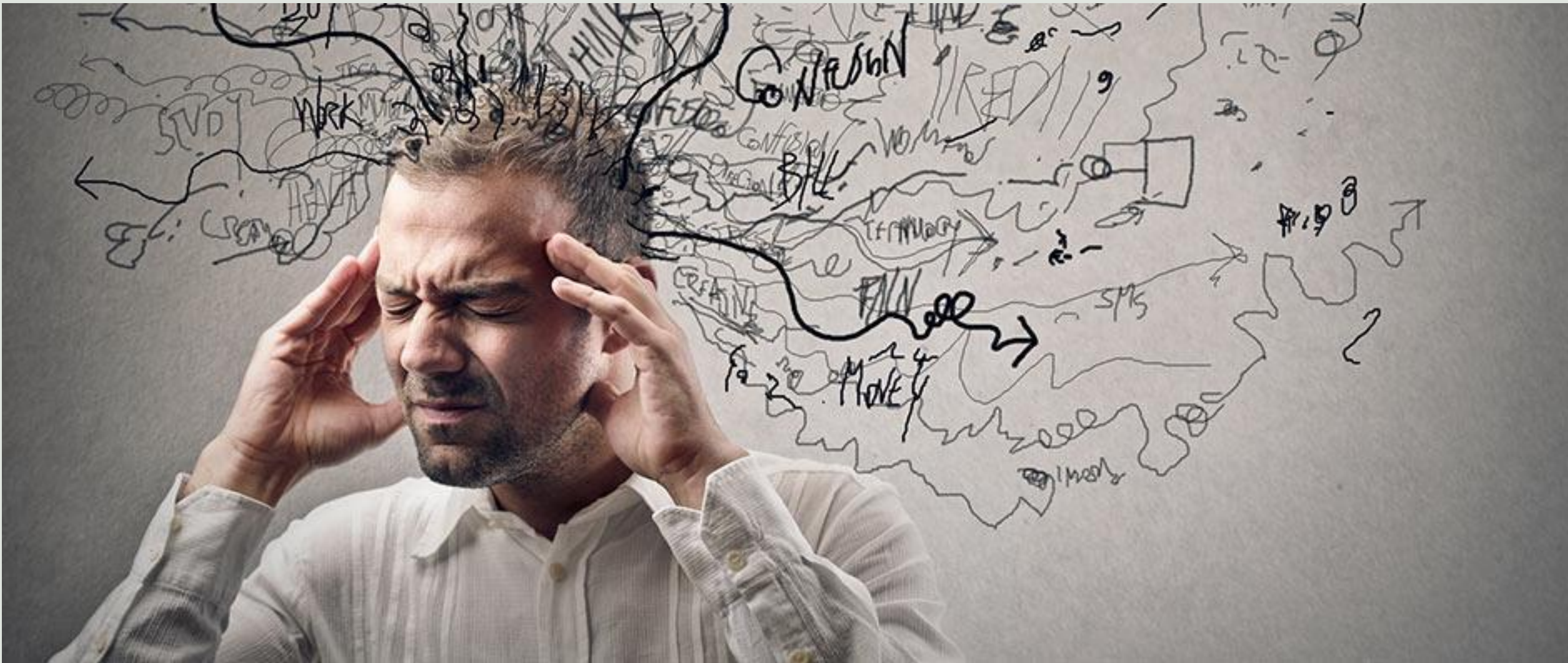


Step 2 – Link to your listener's concerns



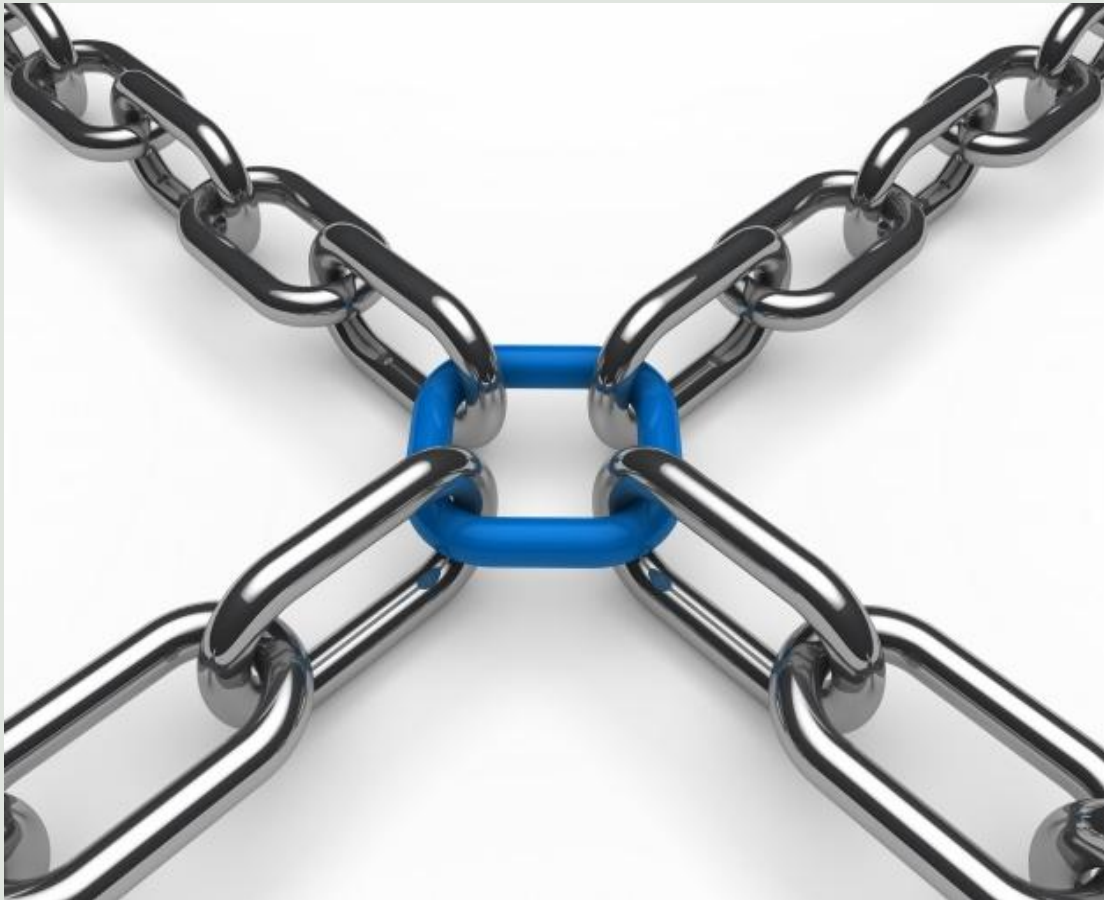
Knowing how to pass your listener's relevancy test

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?

- 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?

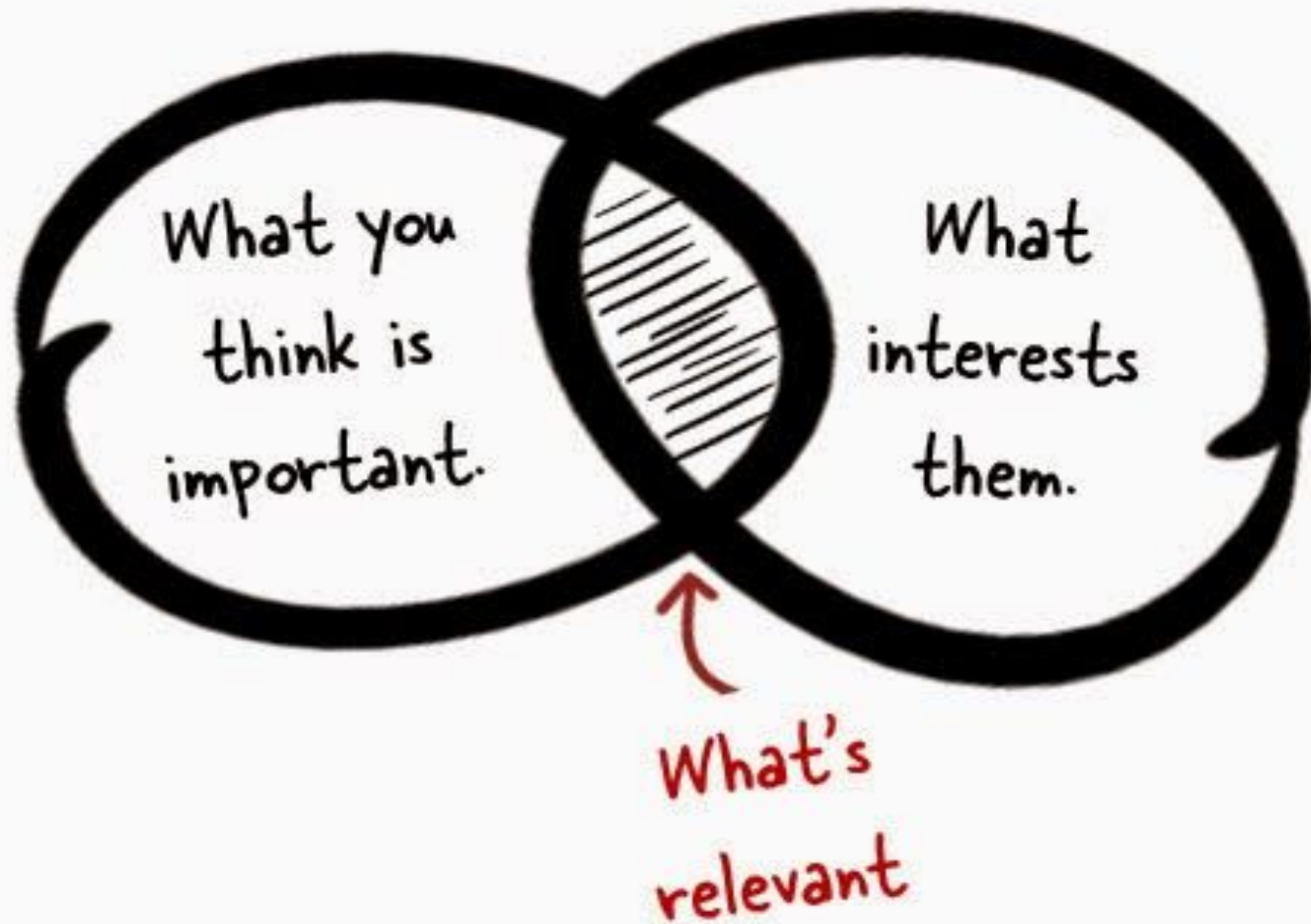
- Speaking always deliver an **approximation** of what you mean.
 - Listening and reading is always an **interpretation** + it is culturally conditioned.
-
- Voice tonality, body language and shared values can help us understand the speaker.



ARE YOU ADDRESSING YOUR LISTENERS' CONCERNS?

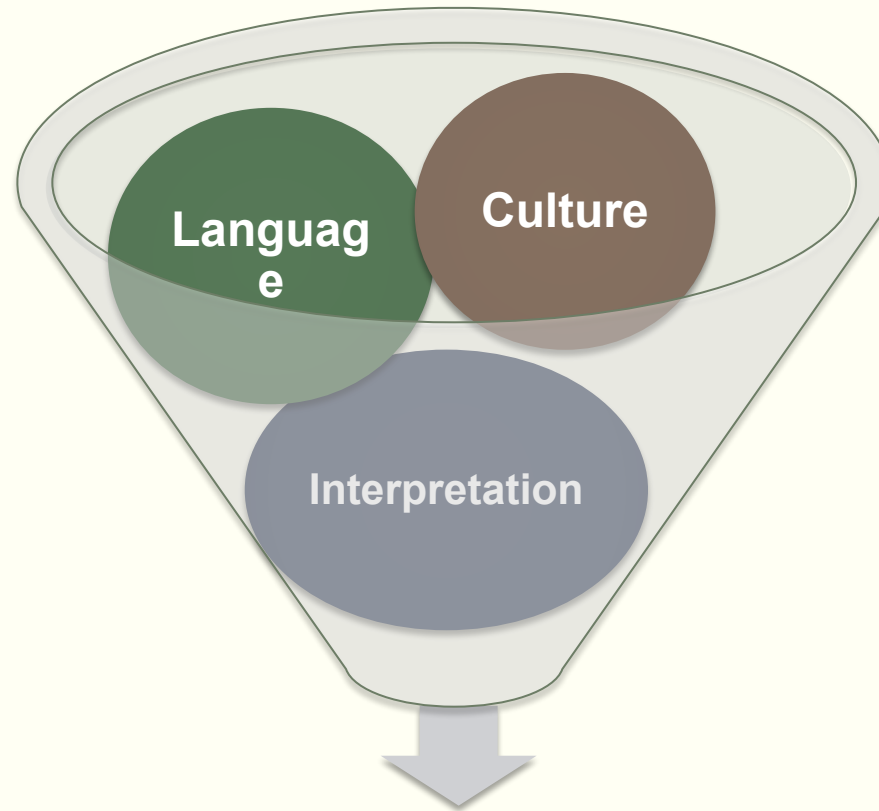
K. Mostenets





Avoiding intercultural blind spots

The Speaker : considers listeners' concerns



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