

**60%**

60% of all management challenges are related to inadequate listening.

WHAT IS  
**POOR LISTENING**  
COSTING YOUR  
**ORGANIZATION?**

**\$62,400,000**

Employee misunderstandings cost a 100,000-employee company an average of \$62.4 million each year.

**25%**

On average, we retain just 25% of what we hear as a result of busyness and lack of listening skills.

THESE POOR LISTENING HABITS ARE AT THE HEART OF MANY BUSINESS PROBLEMS

**ENGAGEMENT**

**65%**

Employees not engaged at work.

**70%**

Disengaged employees who cite "not feeling valued" as a core reason for their dissatisfaction.

**PRODUCTIVITY**

**17.5**

The hours per week SMBs spend clarifying miscommunications.

**\$420,000**

SMBs annual cost of lost productivity resulting from miscommunication

**TURNOVER**

**66%**

Employees who say feeling "unvalued" makes them likely to leave their job.

**55%**

Businesses that communicate effectively are more likely to have 55% lower-than-average rates of turnover

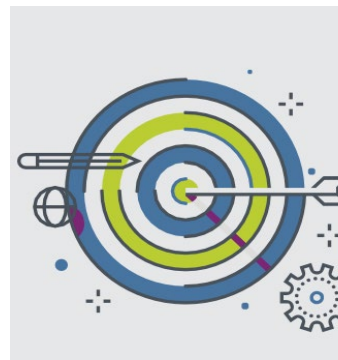
5 WAYS TO IMPROVE LISTENING IN YOUR ORGANIZATION



**1 EMBRACE THE FULL COMMUNICATION EQUATION**

95% of people think that the primary responsibility for effective communication rests with the speaker, but speaking is only 1/2 of the communication equation.

Speaking + Listening = Communication



**2 DIAGNOSE THE LISTENING HABITS OF YOUR EMPLOYEES**

No two people hear the same thing exactly the same way. Different people listen to and for different types of information. When organizations are armed with Listening Intelligence, they can better predict employee behavior and foster more effective communication.



**3 VALUE THE PERSPECTIVE OF YOUR PEOPLE**

Employees who feel as though their manager is invested in them as people are more likely to be engaged. Understanding how your individual team members listen and communicate is step one to investing in their success.



**4 COACH FOR BETTER COLLABORATION & TEAMWORK**

75% of employers rate teamwork and collaboration as "very important", yet only 18% of employees get communication evaluations at their performance reviews. Providing coaching based on Listening Intelligence can help team members work together more effectively, delivering up to 80% growth.



**5 MAKE LISTENING A KEY VARIABLE IN HIRING DECISIONS**

Employees consistently list communication as one of the top skills they're looking for in qualified candidates. Listening Intelligence helps hiring managers make smarter decisions based on existing group dynamics and listening styles.

**READY TO IMPROVE LISTENING IN YOUR ORGANIZATION?**

https://www.shrm.org/resourcesandtools/hr-topics/behavioral-competencies/communication/pages/the-cost-of-poorcommunications.aspx  
 http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?sd=1/9/2014&id=pr797&ed=12/31/2014  
 https://www.forbes.com/sites/victorlipman/2017/04/15/66-of-employees-would-quit-if-they-feel-unappreciated/#42d093136897  
 "Connecting Organizational Communication to Financial Performance - 2003/2004 Communication ROI Study" (2003). Watson Wyatt & Company, 3 November 2003 Viviers, N. (1992) Success with English Communication, Maskew Miller Longman, Ltd. Pinelands, Cape Town, p.284 http://news.gallup.com/businessjournal/182321/employees-lot-managers.aspx  
 https://online.queens.edu/online-programs/mba/resources/infographic/communicating-in-the-workplace https://cdn2.hubspot.net/hub/83405/file-15742770-pdf/pdf/fact\_sheet\_v.3.pdf IDC Research, "\$37 Billion: Counting the Cost of Employee Misunderstanding," survey of 400 British and American corporations (2008)