

# THE LISTENING EDGE™

VIRTUAL  
1 DAY WORKSHOP  
FOR UP TO 12



## MANDEL'S PROMISE:

Your learners will be **dramatically better listeners** in **just one day**.

They learn to recognize their own unique listening habits and gaps and those of others. They then learn how to adapt their communications *in the moment*, to skillfully navigate the give and take of any presentation, conversation, or meeting, to achieve productive understanding using **Listening Intelligence**.

Listening is recognized as essential to successful communication. Excellent **listening skills are more vitally important today than ever** (both at work and in our personal lives).

Unfortunately, **listening tends to be the neglected communication skill**. Regularly, that skill is not nearly strong enough, as required by this complex business world, for sustained superior human performance.

Odds are, listening mistakes and misconceptions create **negative financial consequences** for your business every day. They compromise your urgent need for innovation, team effectiveness, employee engagement, inclusion, improved productivity, faster sales cycles, customer loyalty, safety and culture.

As costly as that is, businesses have had to learn to live with the problem. No effective, scalable and economical solution has been available – **until now**.

**THE LISTENING EDGE™** addresses the critical challenge of poor listening head-on. Mandel's clients learn to consciously shift their listening and thinking processes (in the moment) to leverage the power of **Listening Intelligence** and get it right.

**This training is neuroscience-based with immediate observable results**. In collaboration with listening researchers and academics, its state-of-the-art design delivers scalable listening skill development and demonstrable, real-world results.

**Having a listening edge** elevates the cognitive input needed by individuals and organizations to create:

- **HIGH QUALITY INFORMATION AND INSIGHTS**
- **EFFICIENT USE OF TIME AND RESOURCES**
- **POWERFUL ENGAGEMENT AND RELATIONSHIPS**

**MANDEL**  
831.475.8202 | MANDEL.COM

# ELEVATED BUSINESS PERFORMANCE

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## INFORMATION AND INSIGHT QUALITY

- Enable the power of **COGNITIVE DIVERSITY**<sup>1</sup>
- Improve collaboration across teams and departments
- Reveal and deploy different modes of thinking
- Up-level skills to uncover and better understand customer needs, direction and strategy

## TIME AND RESOURCE EFFICIENCY

- Help people make better decisions faster
- Avoid costly mistakes, rework, and project delays
- Encourage more strategic and purposeful work
- Reduce the number of meetings required to conclude a task

## ENGAGEMENT AND RELATIONSHIP VITALITY

- Nurture a culture of trust and inclusion
- Foster an environment of authentic empathy
- Inspire more effective conflict resolution
- Connect with customers and their expectations at a deeper level

# VALIDATED LISTENING ASSESSMENT

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Good information drives good decisions. The **Mandel Listening Profile™** is a scientifically validated, proprietary **cognitive assessment**, which measures what information individual leaders, managers and employees naturally tend to listen to and for, as well as identify what they might be unaware of naturally filtering out as they try to listen to others.

This is the first listening assessment researched and developed primarily for business contexts, and it forms the solid research foundation for The Listening Edge workshop. This workshop provides observable, measurable, and actionable improvements that can be implemented immediately to strengthen leadership, team and organizational communication effectiveness.

# WHY WE NEED LISTENING INTELLIGENCE

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Listening is a brain-based or cognitive activity, and no two brains are the same. Different people hear things in their own particular way. That is why ten highly competent people can leave a meeting, with widely varying impressions and remembrances of what they just heard.

**Listening Intelligence** is an individual's ability to:

- **Understand** their own listening habits
- **Recognize** the listening habits of others
- **Adapt** their communication to achieve a constructive outcome

Listening Intelligence enables people to adapt, in the moment, how they say what they want to convey, so they can truly speak into the natural listening preferences of others. The objective is to help others listen more naturally and fully to us, and us to them, to create a productive and well-rounded outcome for both.

<sup>1</sup>**COGNITIVE DIVERSITY:** The inclusion of people who have different ways of thinking, different viewpoints, and different skillsets.

# THE SKILLS

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## 1. UNDERSTAND the science of listening

- Take the mystery out of why people pay attention to different information
- Recognize what causes listeners to grow impatient, interrupt, or tune-out
- Explore how listening habits jeopardize collaboration and innovation

## 2. IDENTIFY your own needs and habits

- Examine your own listening filters, preferences, and habits
- Recognize how your listening habits impact your perception of others
- Consider how your listening habits impact how others perceive you

## 3. ENGAGE with the needs of others

- Recognize how listening habits of others are different from your own
- Understand how different listening habits can be misinterpreted
- Observe unique listening tendencies by industry and job function

## 4. ADJUST your listening lens

- Create a powerful listening plan for high stakes communication situations
- Return to work with the agility to adjust your listening lens in any circumstance

## 5. NAVIGATE toward a constructive outcome

- Identify and remove obstacles that get in the way of effective communication
- Transform corporate culture by applying the power of Listening Intelligence

### OPTIONAL ADD-ON: Team Listening Profile

- Assess the strengths and challenges of your team's listening culture
- Examine how team listening habits impact strategy & decision-making
- Harness the power of cognitive diversity to maximize performance

# THE DETAILS

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## SPECIFICATIONS

- 1-day virtual workshop for up to 12 (4.5 hours per participant day)
  - 8:00-8:30 Readiness lab and assessment**
  - 8:30-11:00 Instructor-Led Workshop**
  - 12:00-5:00 Skill Practice Labs**
    - **12:00-1:30** Small group A of 4 learners
    - **1:45-3:15** Small group B of 4 learners
    - **3:30-5:00** Small group C of 4 learners
- Real-world, job-specific application

## REINFORCEMENT & MEASUREMENT

- Game-changing assessment and **personal listening profile** for every participant
- Easy-to-use tools deliver immediate application and make training stick



SMALL  
GROUPS



LIVE  
VIRTUAL

FLEXIBLE  
DELIVERY  
OPTIONS

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