

# THE HYBRID EXPERIENCE

SURVEY 001: LISTEN BETTER - PERFORM BETTER



## LISTENING BETTER - PERFORM BETTER? SURVEY REPORT

Listening to each other is important. I would think most people consider this obvious. But what does this general statement mean in practice, in our daily life at work? Are we listening to each other? If yes, how much, and how well? Should we listen more to each other? Can we do it in a better way? And if we do, will it help us perform better, or is it just making us feel good? I hope that by exploring the topic, we can get some hints that helps us rationalize otherwise intuitive behavior, habits and default behavior. Rationalize it in the sense that we identify and take conscious actions to listen to each other differently, in a way that we create more value with less effort, and that we can harness this value both for increased wellbeing and financial profit.

## ANALYSIS, CURIOSITIES AND NEXT STEPS

I was curious about if participants would find it valuable to ask themselves questions about topics that are relevant for leadership and management, such as listening, and if the process of questions and answers would trigger ideas and further questions. **I think they did, and it did.**

There were 28 responses. I do not know the demographics, probably there is a high representation of managers, coaches, and consultants. I added one question mid-way, the one asking if the survey added value. A quick survey, that took less than 1 hour to design, build, and distribute, and literally 2 minutes to respond to (average time spent 1min 53 sec), is still perceived to create value. **So it could be interesting to use micro surveys as a recurring management tool.**

The first thing that is really striking to me is that there are quite a few people that do not feel listened to, and that are not actively listening to others, over what I consider long periods of time. I am curious of why. I have a hunch that it may be because of circumstances rather than ability or willingness to do so. This is in stark contrast to the rating of importance of listening. I picked the choices of frequency arbitrarily, and **now I wonder how often we should "really listen" to each other, and what does it actually mean to "really listen"?**

Another thing I reflected on is that listening was rated close to "critical" in most of the categories. Is this reflected in the behavior in organizations? If not, why? The parallel that comes to mind is that Profit and Revenue is critical for an organization. And therefore, the entire organization is mobilized, sometimes in weekly meetings, to provide forecasts and actions to ensure Profit and Revenue targets are met. **If Listening is really critical, as the survey answers suggests, why are there not weekly meetings with all employees, to ensure that people really listen to each other?**

And that leads to the relatively low score on the impact of listening on execution of strategy and financial results. I am curious why these two categories got lower score. Perhaps it is that the impact is perceived as more indirect, and therefore discounted? Or that the notion of finance performance is impacting us less on a personal level, and hence we spontaneously rate it lower? Perhaps other reasons. Regardless of the underlying reasons, **if we perceived listening as a mean to drive strategy execution and financial performance, would we make more efforts to listen?**

Another thing that called my attention, and led me to check my own bias, is the question of rating different methods to improve listening. When I saw the outcome, I was surprised that no one considered training as the best choice. It could be that too many of us have been to too many bad trainings? Or simply that the respondents are well trained? **I wonder if we sometimes have the skills and knowledge, but do not put it into practice, again, perhaps because of the circumstances.** My personal go to answer is "practicing with colleagues", but if 55% of respondents tells me that communication and awareness is the best way, I am willing to revisit my belief and do more experiment to understand this better.

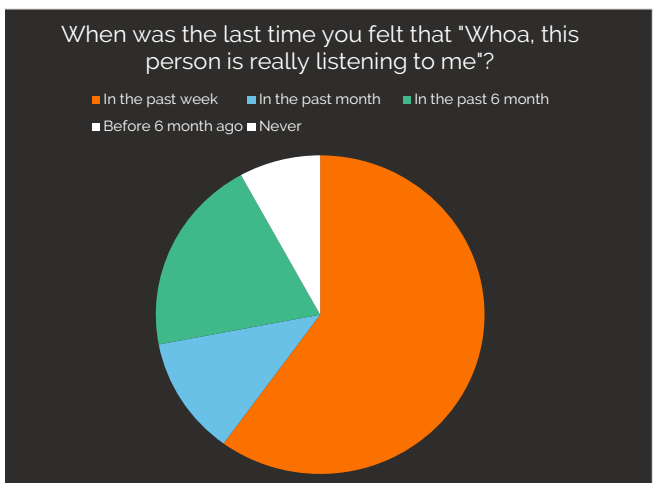
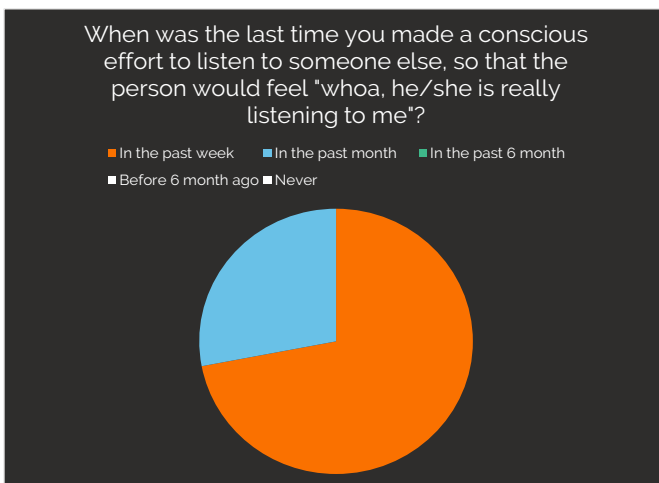
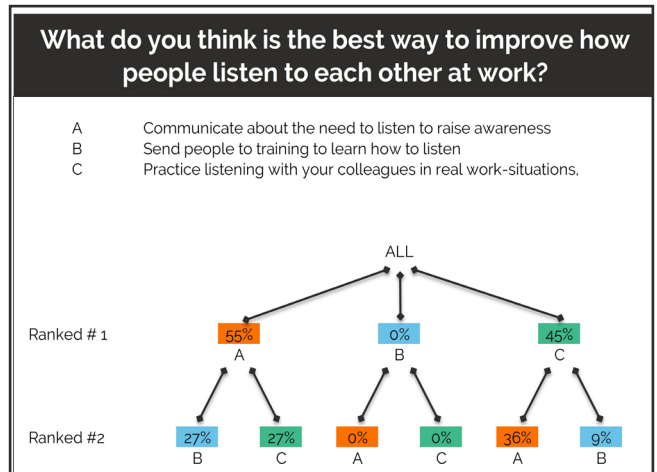
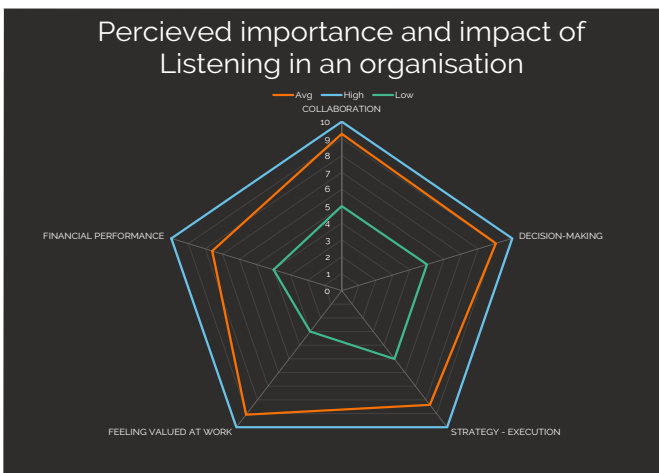
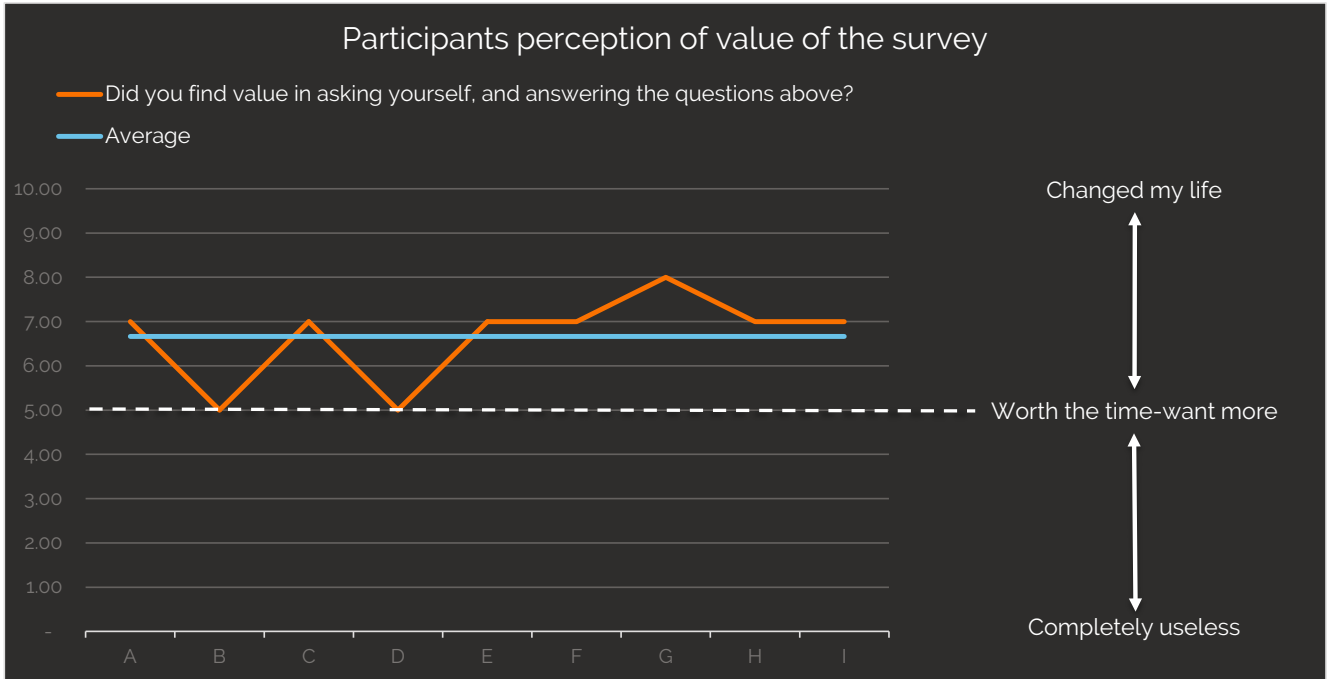
For the next steps, what I am planning to do is to redesign a new version, capturing some basic demographic (type of organization, position, function, role) about the respondent, and develop a little bit more sophisticated questions. It may take 3-4 minutes instead of 2 to respond, and I may need to solicit a wider audience to get more insights.

Thank you for your participation, and interest in the topic. I would love to hear what you thought about both the experience and the analysis above, either through future micro-surveys, or a simple call / zoom.

Let us stay in touch. All the best.

Victor

# OUTCOME





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