



Communication & Intentional Listening

Dr. Wendy Kubasko Shippensburg University July 2025



Why is Listening So Hard



By the numbers

125 WORDS PER MIN

400 WORDS PER MIN

50% OF WHAT WE HEAR









Session Objectives

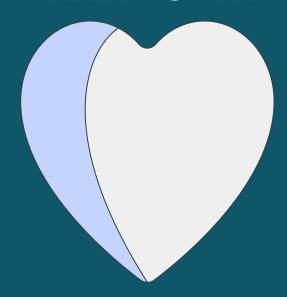
- Describe strategies for active listening skills.
- Identify the benefits of active listening skills and how they can support customer service.
- Practice active empathetic listening skills using customer service scenarios.

Types of Listening

TASK-ORIENTED



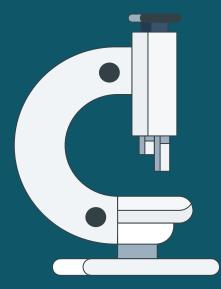
RELATIONAL



ANALYTICAL



CRITICAL



Breakout Groups

What are the characteristics of a good listener?

How does it feel when you are deeply listened to?



Group Share





Active vs. Passive Listening

Active

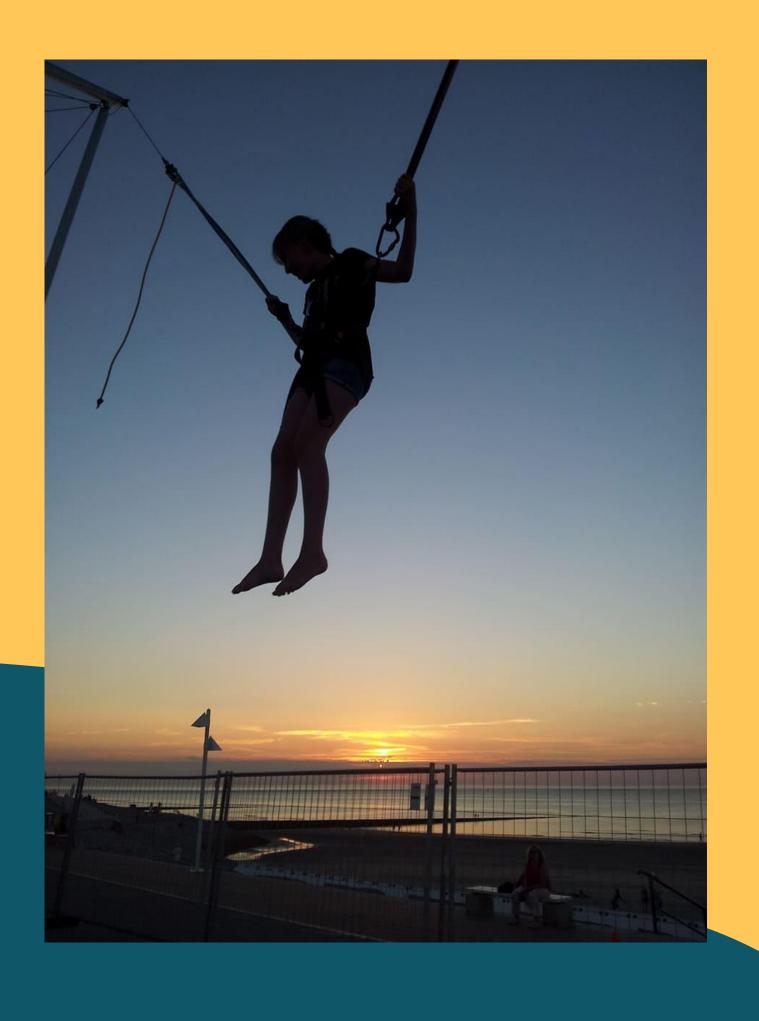
- Neutral and nonjudgmental
- Patient (periods of silence)
- Verbal and nonverbal feedback
- Asking what am I missing?
- Reflecting back what is said
- Non-competitive

Passive

- Fairly one-sided communication
- Little to no feedback
- Requires very little effort
- Can miss parts of the conversation
- Not fully paying attention
- Little indication that he or she is listening

Active Listening

- 1. Avoid distractions (no phone, no laptop).
- 2. Focus on feelings and words, not just listening for facts.
- 3. Ask open-ended questions be curious and seek to understand.
- 4. Seek clarification and open the dialogue. Think what does the speaker need? How can I elevate this conversation?



- Height
- -> Acceleration
- -> Energy
- -> Amplification

Benefits of Listening





Benefits of Listening

- Improves ...
 Problem solving skills
 Relationships
- → Increases
 - Empathy

 - CreativityProductivity
 - Self-Awareness
- Encourages
 Brainstorming & Collaboration
 Better Brain Function



Work

- → Teamwork
- Decision Making
- Customer Service
- → Sales
- → Negotiation
- Leadership





"Listening...involves a certain surrender, a willingness to sit with what one does not already know...it requires us to stretch a little beyond what we know, expect or want."

- Diana Senechal

By the Generations



Value authority and a top-down management approach; hard working; 'make do or do without'.



BOOMERS 1945-1964

BABY BOOMERS:

Expect some degree of deference to their opinions; workaholics



GENERATION X:

Comfortable with authority; will work as hard as is needed; importance of work life balance.



GENERATION Y:

Respect must be earned. Technologically savvy: goal and achievement oriented.



GENERATION Z:

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

Traditionalists



→ Establish rapport by being respectful in an old-fashioned way. Don't forget to watch your language

→ Be a bit more formal, leaving a respectful distance between yourself and your customer.

→ * Remember to avoid being too chummy or over-personal

https://skillpath.com/blog/quick-customer-service-tips-for-pleasing-different-generations

Boomers



- → Be personable, especially in your greeting. If you know their name, use it when you greet them
- → Take time to check in and find out how they're doing
- → Treat them like friends
- → If they are regular customers, give them something extra to ensure continued patronage—such as, throw in that extended warranty with their purchase for free

Gen X



- → Be efficient. Competence matters more to Xers than schmoozing
- → Make yourself available to share information. Xers tend to be cynical and distrusting of marketing and appreciate customer service reps that offer information
- → Don't hover. Give the customer a little more room and allow Xers to make their own decisions
- → Don't be put off by Xers' aloofness. Most won't be warm and friendly to you

https://skillpath.com/blog/quick-customer-service-tips-for-pleasing-different-generations

Gen Y - Millenials



- → Be respectful—don't talk down or condescend to them just because they're young
- → Be sensitive to the generational clash between Boomers, Xers, and Millennials
- → You don't have to do a song and dance but pick up the pace and look lively
- → Value personalization over speed, so try to skip the AI experience as much as possible and get them to a human

Gen Z



- → Faster is better for Gen Z In fact, they even talk faster than any other group. The 18-to-24-year-old age group is 60% more likely than the average consumer to hang up if a business doesn't answer the phone right away—four rings or fewer
- → Gen Z will leave a brand entirely after only three bad customer service experiences
- → On the other hand, a great customer experience is nearly guaranteed to get your praises sung on Instagram or Twitter
- → Unlike Millennials, Gen Z are actually more apt to make phone calls. In fact, this age group is the most likely of any demographic to click-to-call a business from a cell phone after searching for the business online.

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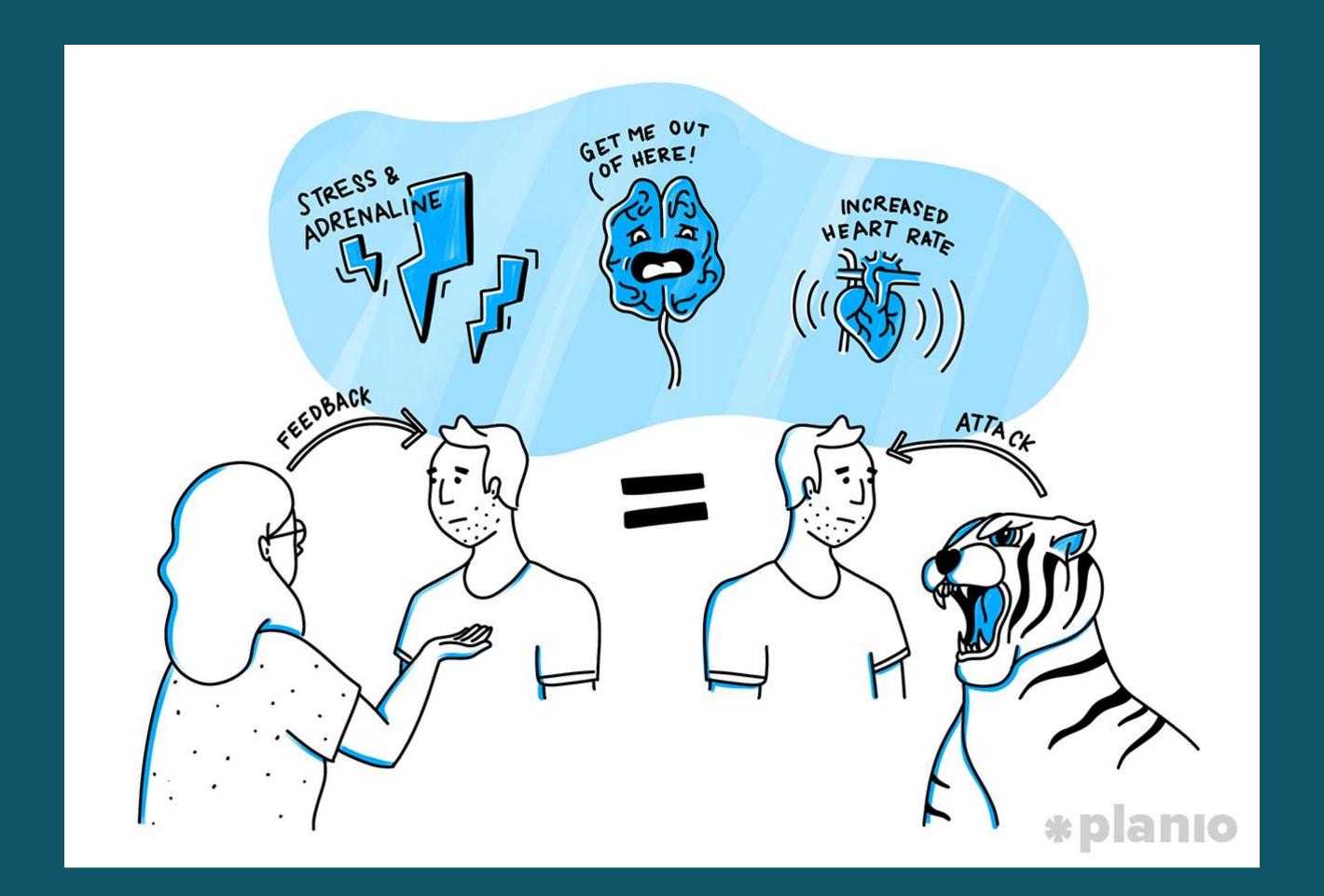


What do you notice about your interactions with different generations?

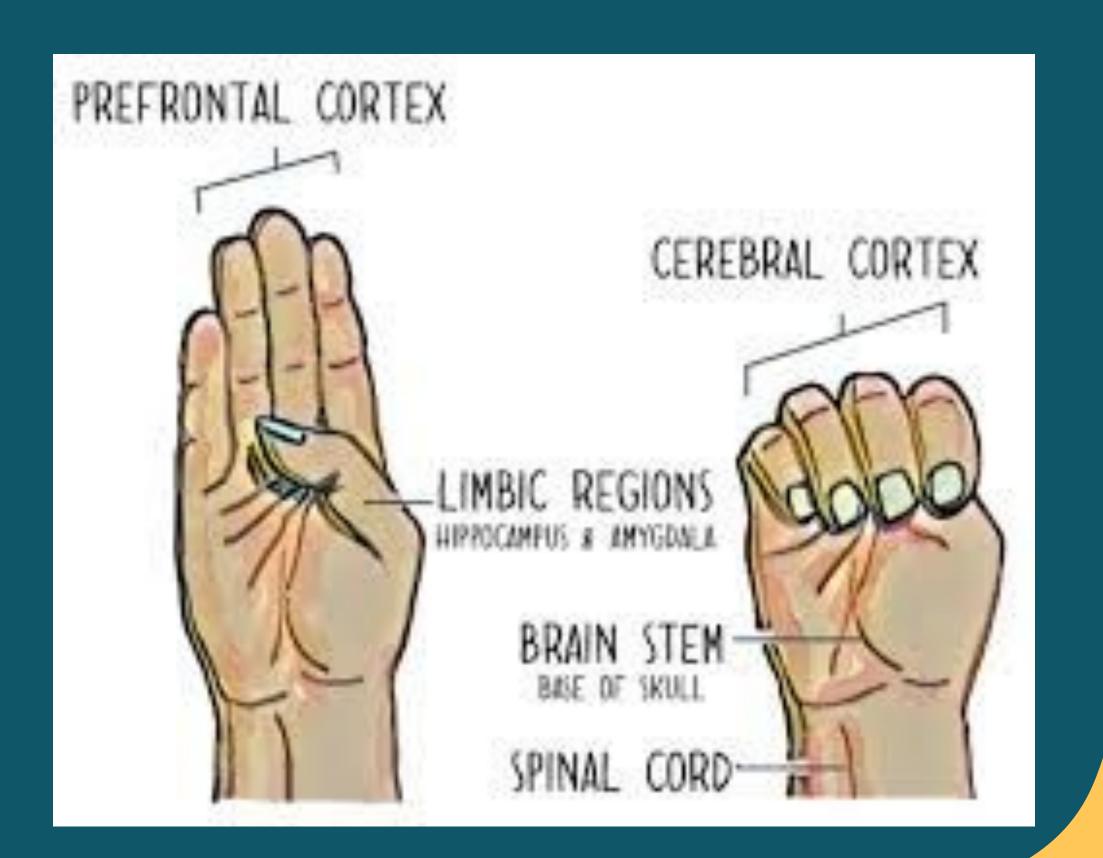
Active Empathetic Listening

Difficult Conversations - Dealing with Conflict

- Many people avoid conflict.
- Avoidance can lead to poor communication and misunderstanding.
- It is natural (and part of the human neurological system) to respond to conflict in specific ways.
- Active Empathetic Listening is the first step to gaining information about the individual's needs, values, interests and goals.



Brain Hand Model



THREAT-BASED MINDSET RESPONSE TO CHALLENGING INFORMATION



Active-Empathetic Listening

- → Use non-verbal involvement.
- → Pay attention to the speaker, not your own thoughts.
- → Practice Non-Judgment.
- → Tolerate silence.
- → Paraphrase.
- → Ask questions.



Limbic Resonance





Mirroring to De-esclate

WHEN A CUSTOMER IS UPSET

- Remember they may be in flight, fight, freeze, or fawn mode.
- They may not be thinking clearly.

MIRRORING TECHNIQUES

- Drop your shoulders, take a deep breath, slowly breathe out to release tension.
- Lower your voice. Speak calmly and quietly.



The Power of Pause

→ Silence opens the space for more conversation.

→ Silence leads to engagement.

→ Silent listening requires us to slow down.



Breakout Groups

Which conversation sounded like an interruption?

How do you feel when someone interrupts you?



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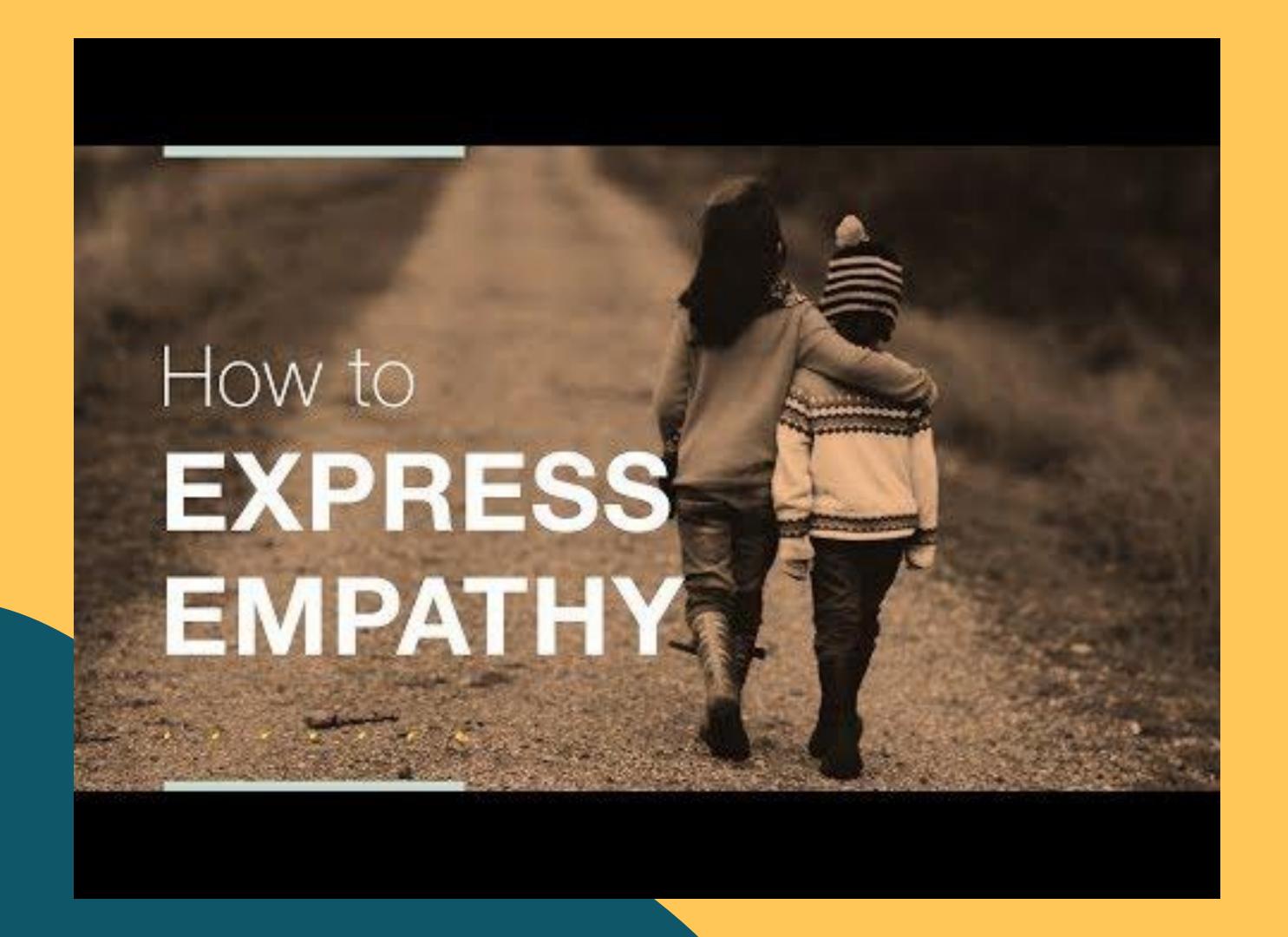
Breakout Groups - Practice Time

Scenario:

You receive a call from a client who is angry about a change in their account. They are yelling and telling you they want to go to another bank.

- 1. Decide on Roles (Customer, Rep, Observer).
 - 2. Use Active Empathetic Listening Strategies.
 - 3. Observer Gives Feedback.





What is one intention you plan to put in place this week?

Thank you!

Dr. Wendy Kubasko

717-477-1765





wlkubasko@ship.edu





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