

Jennifer Navarrete: Welcome to the show that shares insights into how you can **Build Your Business Once**, with hosts Sherry Lowry, and Jennifer Navarrete.

Good morning everybody, this is Jennifer Navarrete, and I am joined by Sherry Lowry (SL) for the **Build Your Business Once** show. We are continuing on the theme of Knowing Yourself, and today we will focus in on the real impact of *true listening*.

Now Sherry, I have to say when I think about listening, I think we don't really use that word properly. There is hearing, which is actually hearing a sound, then there is listening which is understanding what that sound means.

So if you could dive right in and talk about what the topic of listening means.

Sherry Lowry: Yes, there are actually are (at least) three different levels that we will address over this little run as we go forward.

- One is listening to what is literally being said.
- Second is what you said, and what is under that? What is the significance of that? What is the real meaning of that to the speaker? Then, how does the one who hears interpret that and decide how to act on that?
- Third is what is rarely mentioned but really is key: what is left unspoken, what is there but has not been named? *The value of naming and identifying that is quite essential and it can change everything.*

It helps to have a focus, so today I will talk more about **Listening for the Big Five**. The overview of the Big Five we referenced at the end of the last session. (Note: There will be a 1-Page Handout online to go into more concrete detail if you want something to "study" and "hold" on this topic.

1. Focus
2. Mindset or Attitude
3. Skills and Capabilities
4. Habits, Practices, and Patterns
5. Energy

Focus: what's drawing the Client's attention at this specific time? An ideal focus is appropriate for the Client's purposes, is steady, flexible, able to be maintained, and involves goals that are GOOD for the Client. (Together, you may need to decide this – your view as Coach may differ from the Client's interpretation of good for.) Keep in mind – it is possible also to be OVER-focused.

Mindset or Attitude: this is the current mental and emotional position from which the Client views self, other people, events and their world.

Skills and Capabilities: Then as we go into Skills and Abilities these are relative to the Client's main, current goal. The key question in your mind = Does the Client have the necessary ones required for their desired level of success?

Habits, Practices, and Patterns: What does the Client automatically default to without thinking or planning? Do theirs support them in all realms, or in some, in achieving their goal(s)?

Energy: What have we noticed about the energy or what is missing about that? Is the Client's ability there to bring energy forth as needed and appropriate for what is before them?

Then there is also a way to make sense of all of this. Because there are five, we will pause after each and talk about what the significance of each has been to you or do you think might be to others.

In terms of **Focus**, what is drawing your own or others attention at this specific time. An ideal focus is appropriate for whatever the current purpose is. Their goals could be evolved around that. One of the ways we realize are not focusing may show up as a drift of focus. So, when we are riveted on focusing on something when we are in flow and not really noticing the passage of time vs. when we or a person is drifting or when we are drifting in terms of our attention.

When in your own history have you realized you are most focused and what focus is natural and easy for you?

JN: I have to say when you said we don't notice the passage of time when I do podcasting or working on a web project or working on something that is that

sweet spot for me, you can't stop me from doing. It will be like 5am in the morning and I will not have noticed any time pass at all. I love working those sets of wee hours because there is no distraction at all. For the most part the world at large doesn't distract me, my family is asleep, the house is quiet, I can hone in on what I am trying to accomplish, and do it in a way that is like music. It just flows, like a river, just flows and it seems like there is hardly any effort at all on my part to make it happen.

SL: Right, I know for me it is exactly the same thing. I am beginning to notice that when I write as well. That has not always happened, I write a lot but I consider it drafting more than really publishing writing type of thing. I am going public, behind the scenes I draft, but when I know I am going to go public with it but then as we go through different life stages, and different states of our business, our focus will be changing.

So paying attention to where your Focus is the first thing for you to notice when **Listening For The Big Five**. This is part of it to me in your relationship to whatever your current endeavor is. It is also in a way the head and wisdom together, and a part of listening that requires both insightful listening as well as logical listening.

Mindset and Attitude is more about your current mental and emotional position from which you can be able to be with the other and set aside the world, or whatever else is going on for that length of time.

We know immediately, I know and you know, when I have your attention, and when I override knowing that I don't, but still going forward. In that case, despite my purpose, I am no longer joining you where you are. My willingness falls in the Mindset and Attitude area. This is where I am noticing motivational patterns about what the awareness is. Is there a habitual Mindset and Attitude kind of defaulting to other than just in style and operational mode?

You will have a direct experience of being heard when the Mindset and Attitude is open and responsive. So for that I opened other ideas from you about it.

JN: Everything you are saying works again. I am sitting here feeling like one of those bobble-heads kind of thing. I also feel like a fly on the wall in my life

because I have been taking steps intuitively but not identifying what they were. Kind of like the pain points and the pleasure points slider of five kind of thing.

As I have gotten to know myself, as Jennifer, as I have gotten older, I understand those things better. While in my 20's, I was just kind of like a bull in the china shop, just trying to figure everything out but not having a true sense of understanding and I made other people like that too. Yeah, I am with you on it.

SL: Ok, well then what we begin to have the opportunity to listen for that is which present in terms of Skills and Capabilities, I have a real and deep experience of being in really good hands with you. Your Skills and Abilities technically, in terms of hosting, and interviewing are very competent.

Like if you are going to be interviewing me, all I have to do is work with content, and I know you will manage me in the process of that, too. So when we have opportunities, for example, with potential Clients, one of the things we will pay attention to is what we are beginning to perceive of their skill levels and capabilities and what is feasible about what they want to do and want us to support them in doing. And – our skills and capabilities may be a real value to them but not quite in the specific way they are inquiring with us about. (Aside: In my own industry, Specific Core Coach Competencies may also state the Client is the expert in their own life, and our own capabilities are within the use of those competencies. –SL)

That is when it is time to begin to think of whom else do you know and of what other businesses have those skills and capabilities in-house, or available easily by contract you may not want to provide. So we can listen for the presence and absence of skills and capabilities.

You had something in mind when we started this out about the skills and capabilities of our potential audience as well.

I would appreciate any views you have about that.

JN: I think a lot of that has to do with being able to identify folks who have skillful capabilities for projects that will move forward. I think in the past for me I wasn't seeing what that was. Thus, I went through a lot of processes of that trial. I guess I call it trial and **terror**, because you are not quite sure what others can do. I don't know what that is for yourself.

Now I can identify that stuff fairly quickly, on peoples mannerisms, the way they talk about things and the way they present themselves, and also the cool thing these days, we do have this social media background check where you can really see where people are based on what they have done.

That I think comes with time. Once again, I really feel I have these abilities now I didn't have in my 20's, that sure would have been helpful, but it is so nice to not only know what your skills and capabilities are but being silently able to identify what those are before starting on a project you are going to embark upon.

SL: Right, and in the relationships we are in and the potential business we have or current business where that could go, kind of **Listening for the Big Five** can also tell you what is clearly overtly present and what is missing. What is missing, most often, almost might be that either we or they or a combination of both may be ready to establish in a proactive way some new or different habits or practices. Then the patterns will change as to what we are observing and hearing when we are interacting together. We all have same way of defaulting to what we are most comfortable with but we can also outgrow that without thinking about it or knowing or planning. We just depend on maybe what has always been there in terms of our habits when we are repetitive.

You may also observe those showing up with distractions mentally, physically, emotionally. There is a spiritual realm, too, that we can probably only journey as far as we are willing to journey with ourselves.

So our key questions, and this is really important, relate to making exploratory information requests literally of your potential Clients if you are kind of on the fence about if they are a good match or not for you, or for me.

That is do they need to shift in some specific way maybe lightening up, or be a little more detailed; maybe managing themselves a little more differently.

I have often had the privilege as well as the responsibility of being the one to be the "invited" truth-teller with Clients. They are great with content and presenting, but they don't have a presentation style that is accommodating to their particular audience. It is my job not only to help them figure that out and be aware of that, but also what to do about it.

Sometime it is in the area of Habits, Practices, Patterns, are things you need to UN-learn so to speak. I mentioned to you in training business Coaches from certain other industries, some things need to be un-learned they would default naturally to, but would not be useful to certain Coaching Clients that might have been useful to them at one point in their previous fields.

But their business is not about them, it has to be about the other.

So, you changed, you have grown, you have pivots in your business, you even now are working on new Habits, Practices, Patterns for yourself.

JN: Oh, I definitely am, I really like the idea of being open to constructive criticism from people around you. We all have our strengths, and we have the best we want to get out there. We can be our own worst enemy in terms of trying to get to that next level. I know for myself, hiring a business Coach a couple of years ago, that was one of the best things I did for my business because it really transitioned the way I looked, the way I communicated about my business. Since then my business has really blossomed and grown, in ways that are key and best suited to me and the team I have amassed around me.

It was all because I was willing to be open to constructive criticism on areas I either needed to let go, and stop spinning my wheels, or delegate to another, or changing or making a shift myself. It has been a very eye-opening and impactful journey and part of my business.

SL: My experience is the brighter we are, and the more DIY, and capable we are, doing things ourselves, the more necessary it is to begin to take alternative routes and ways of looking because we develop to a point where delegation is not just a gift and opportunity, but it is also a responsibility for us to know what is ours to do and what is ours turn over. To make sure it gets put in good hands, not that ours our not good enough, but we just don't have enough of them at some point.

I also want to talk about Energy and when we are **Listening for the Big Five** in this way we will notice one or two will be given, they are just ours, we kind of own that department we are fine there. That is when we will go and extend on, go forward, spring boarding from. Some of the other **Big Five**, Energy is one, may be where there is a deficit, or shortage, or need for recharge, that is when we do

become aware of that we need to really take a look at what you have mentioned a couple of different times in interesting ways, *who you surround yourself with, who you team with, who you contracted, who you hired.*

That has to do when we find a missing piece that is not quite there for us. We take the responsibility for building it in. This shows the Energy factor when we are able to bring forth what we need at the appropriate time and the appropriate manner that itself will energize, so if Energy has been blocked, almost always it is not available to us as something is missing. Energy rarely shows up alone, as a deficit, or in my case, I needed to learn to manage high Energy, because I had high Energy at the time in good times and average times, and sometimes that can be polarizing or of a deceptive kind of nature. Especially if I am going to be with an introverted group of people, if I get uncomfortable when there is not good leadership, if I am not really the leader, I can take over and take that role if my energy is high, but it is high in the wrong direction. That is not really my role to be in, say it is a new group to me. The bull in the (my) china cabinet does not need to show up for me at that point in time.

When I need to be is listening and paying attention and putting my energy out in support of the other rather than getting that other geared up for action when that's not their style. I just ran into that politically with a political group that was pretty divisive, and pretty aggressive and it was not where I belonged. I did not have a place to fit in and I wasn't going to temper that crowd. I had to make a different choice about the political arena I was going to put myself in.

But reading energy beginning with our work is really an important thing. I am going to stop right there, hear any commentary you have, and then talk about what is next.

JN: You know I am listening for the Energy part, what you said about going into certain situations, and they're not being really good with you as a fit. Me as a leader of many groups and organizations – it is easy for me to identify those things that need to happen.

I did that. It gets so weird but the meeting went really well, once I had stepped into the role to helping to facilitate along, everybody got a lot out of it. It was dynamic. But what I recognize now I felt like was “Oh no, I should not have done that.” I didn't recognize that kind of oddness, the odd feeling was coming from

Listening for the Big Five

Nov. 4, 2017

©2000-2017 Sherry Lowry | The Lowry Group | All Rights Reserved

within myself. You are right, I don't need to step into those roles just because they are there, and because I have the ability to fill those roles.

SL: Right, I have to manage my discomfort don't like to be a part of something that is not well lead, but that does not mean I have to take over.

In some cases when it turns out well, they are not verbally appreciative but you can see the relief and progress vs. what the circumstance has been.

Well, next time I want to talk more about **Knowing Your Bandwidth**, and the whole concept of how to identify strength to build on. We'll get to Being brave enough to try to improve in something you are mediocre in and actually taking steps beyond territories where you have a competitive advantage. I also want to talk about a little 4-piece quadrant that includes More and Less, Start and Stop.

I think that is enough for today, I look forward to talking tomorrow.

JN: This has been a lot of fun doing this for the month of November. I feel like feel like we are going to have things we want to say that last much longer than the month of November.

We will get to that once the month gets along.

Thanks everyone for listening and joining in. We will hear you all tomorrow.

###

(re-edited)

=====

For more info or to schedule a Conversation:
Sherry Lowry | 512-300-1380 | Sherry@SherryLowry.com