

Why do we lack the ability to listen?

The key to fundraising is building healthy durable relationships. In a relationship you communicate; there are no monologues but an exchange of ideas and thoughts.

Why is it then that we do not listen? Ego is one. We do not invest in time.

We get nervous because it's an important interaction. If I am able to convince that person then I can get what I want. So I speak fast and don't listen.

If you are able to achieve an 80:20 in Listening, you are going to move forward in life. Twenty percent of the time is the maximum that you need to open your mouth. You must know what is present in the other person's mind, what are his needs, aspirations, fears, motivation. Else the presentation and script will bounce completely and nothing is going to work.

It is because we are so caught up in the self-image appearing smart that the minute the person starts speaking, we want to show we know the answer already, and we don't let him finish the sentence.