

## What we learned when we listened

Get the whole team to share what they've learned. It could be something they heard inside the business, or it could be something they've picked up outside.

For instance, do people reference the current on-boarding process? Are people following the business in the news? Do people find out about the business through organic conversations?

Encourage people to be candid about the impact each learning had. Did it inspire or panic? Create a safe space that enables people to be as candid as possible, and let the team know. You are listening (with care).

An important lesson learned	How it was heard	The impact it had

## How we'll listen

Work through what you could do on-line externally (i.e. on your email marketing) versus off-line internally (at your next leadership off-site?).

Try and define as many 'could we listen using' ideas as you can shape. Work through key teams to see if they have key builds and 'yes and' comments to help ensure listening isn't a function of a specific team, but a behavior across the organization.

Listening can also be creepy, so make sure you avoid any of the creepiness. Find ways where you might need to start a conversation that creates the space needed for the brand to hear what it needs to hear.

And listening is pointless without action, so talk through what the brand will do as a result of themes it might hear here (do you create an innovation owner that picks up mentions of 'wish this brand did this' for instance).

