

## Q&A

CORPORATE COACH ACADEMY

By Dr Michael Heah



CEO / Fellow Professor / Certified Master Coach



# HOW TO GET MY ATTENTION?

## SHUT UP, NOISE!

**Q** Although I know the importance of listening and its benefits, I have never been able to do it well. Somehow I cannot stop the disturbances and inner conversations going on in my head. I am also facing other problems like impatience, sleepless nights, and troubled relationships with people. This makes me a poor conversationalist as I cannot concentrate and therefore cannot pick up important points, let alone remember what people have just said to me. How can I improve my listening?

**A** Fundamentally, it is about a calm life more than your listening, which is only a symptom of a larger issue. You are what you are because you are trying to cope with everything in your life. Everything seems urgent and it is causing you to be rushing along the busy "highway" of your life to attend to them. It is therefore very difficult to listen when past and future issues keep running through your mind.

Listening well requires a calm mind to stay in the present without allowing the past and future to bother you. The first thing to do is to reassess your entire life, either throw away things that are not important to you or delegate them to others. The second is to get more exercise, recreation, and other activities that will enhance your mental and physical health. Finally, learn to commit to gaining calmness by laying aside some quiet moments daily for yourself. Seek an expert to teach you how to do this. All these will do wonders for your listening and, most of all, your entire life.

## POWERFUL QUESTIONS

- What is your life like today?
- What kind of life do you want?
- What is stopping you from getting it?
- What can remove it?

## HEY THERE! LISTEN TO ME!

**Q** As a trainer, it is crucial for me to gain the ability to hold the audience's attention so that I can deliver

value to them. Most of the time, I fail and it affects me and my business badly. I am at a loss on what to do despite trying so hard. How can you help?

**A** People who have this issue are usually weak in communication and empathy skills. Many trainers do not realise that we can only hold a person's attention for 20 minutes at most before their mind wanders off elsewhere as people tend to think five times faster than listening to someone speak. So if you want to hold your audience's attention, you need to do certain things to get them to be with you, like punctuating your delivery with some activities to break the rhythm of their mind, telling stories, and so forth, to help them stay attentive to what you are sharing with them.

Let us explore in more detail what you can do to hold people's attention. One of the most effective ways is to speak in shorter sentences with pauses in between. This will unconsciously slow down their mind and get them on your side. The

other is to watch their moods to sense whether they are tired, sleepy, or losing concentration; do an activity; let them have a quick break to wash their face; or take some coffee. Replace your lectures with facilitation every now and then, where you ask questions to get them to come up with solutions, rather than just you dishing out answers. A very important effort you need to make is to get them to like you. Your mannerisms, humility, and sense of humour will all add up to making you likable. Work on these and see the difference.

## POWERFUL QUESTIONS

- What do people say about you as a trainer?
- Why do they say so?
- What do you want them to say about you?
- What areas do you want to work on?

Call 03-62054488 or log in to @ [www.corporate-coachacademy](http://www.corporate-coachacademy) to find out about our ICF Coach Certification Programmes and Executive Coaching services. Watch a free coaching video @ <https://youtu.be/j8UnFpDG888>. To register, copy and paste this link <https://bit.ly/3mh4tza>.

INSIDE :  
SEARCH AND  
BOOK

Find  
now!

## AUTO



Cars  
Trucks  
Bikes  
Batteries  
Mechanics

## NOTICES



Financial  
Tenders  
Government  
Tenders

## GENERAL



Services  
Loans  
Health  
Recreations

## PROPERTY



Land  
Shop Lots  
Apartments  
Room  
Rental

## APPOINTMENTS



Full/Part-time  
Training  
Graduate Scheme

## GOVERNMENT



Jobs  
Tenders  
Legal

## LEGAL/AUCTION



Property  
Vehicle  
Legal