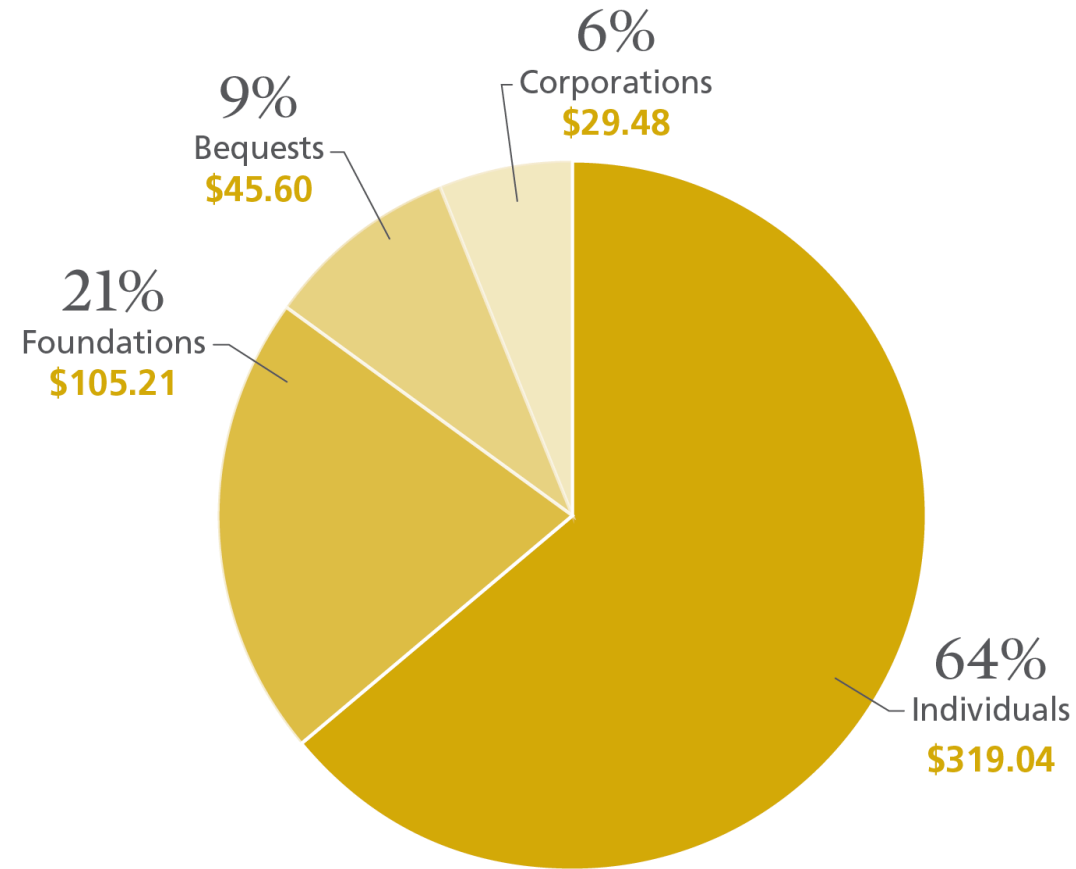


Ramp Up Your Active Listening for Maximum Success: How to Create Radical Connection with Every Audience

Martha H. Schumacher, CFRE, AFRE, MInstF
Hazen and Hazen Institute for Leadership Training
October 19, 2023

2022 contributions: \$499.33 billion by source of contributions

(in billions for dollars – all figures are rounded)



Active Listening in Three Words and Why it Matters



- Collaboration and productivity
- Improve mutual understanding
- Epictetus: two ears, one mouth
- Effective leadership, management, collaboration and FR: spend more time listening than talking



**1. Ask Leading
Questions with a
Clear Head**

2. Focus on Body Language

Remember **ROLES**:

Relax

Open posture

Lean in

Eye contact

Squarely face

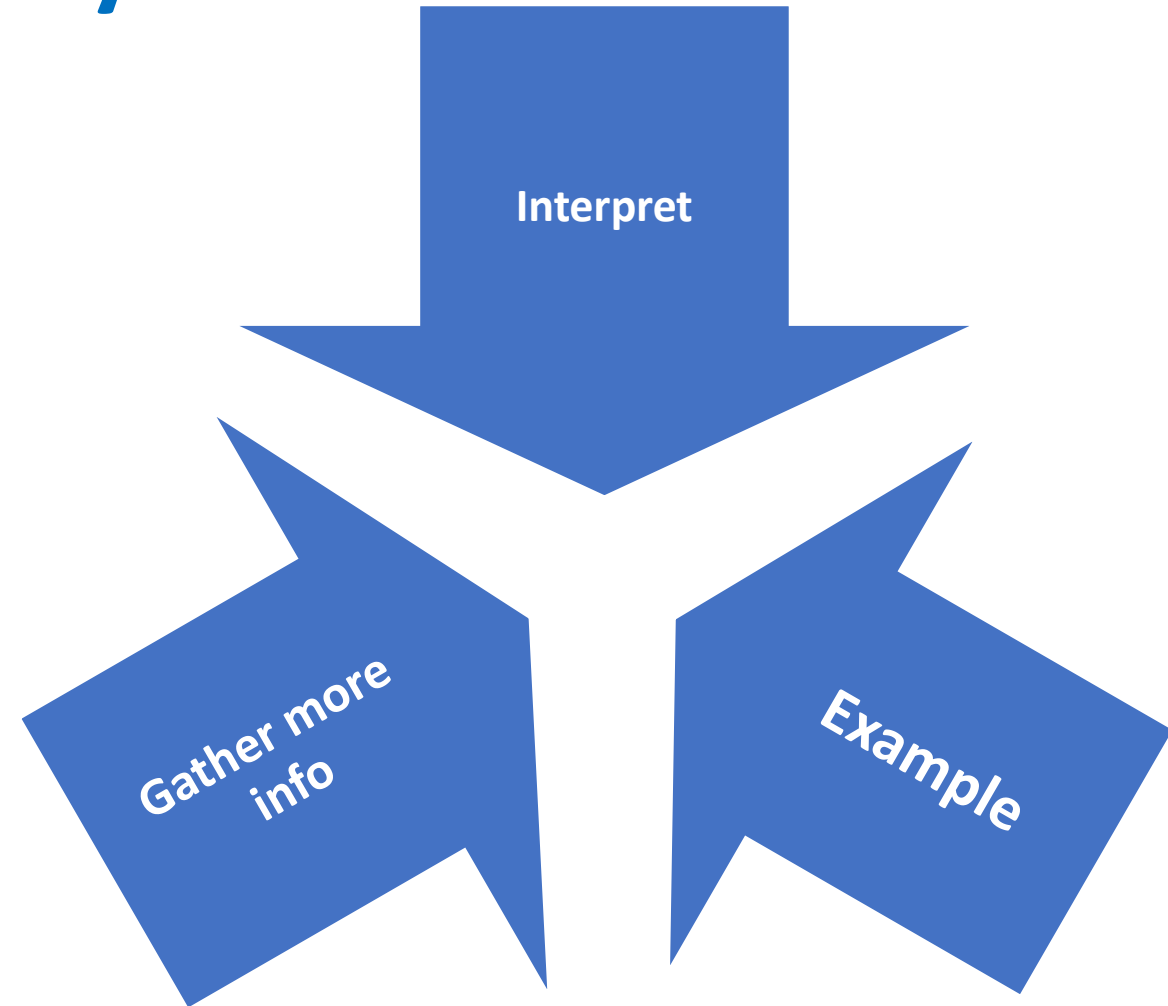




3. Paraphrase

- Re-state using fewer words
- **Test** your understanding
- Positive message
- Example

4. Clarify



5. Verify Your Perceptions

- Core message
- Give and receive feedback
- Check your assumptions
- Example





6. Summarize

- Don't add new ideas
- Move the discussion forward
- **Set the stage** for future conversations
- Provides a sense of accomplishment
- Ties together ideas, facts and feelings



7. Empathize

- Empathy: the essential Active Listening ingredient
- Understand their experience
- Allow the person to evaluate their feelings
- Example

Discovery Chat: Sample Questions*

Mission Centric

- What prompted you to become involved? (general)
- How did you first become interested? (targeted)
- Why did you decide to make a philanthropic gift? (donor)
- What would inspire you to make a philanthropic gift? (prospect)
- Where does [your org] fit into your philanthropic priorities and why?+ (donor)
- What other missions/orgs are important to you and why?+ (donor and prospect)

Human Focused#

- What is most important to you in life?
- What motivates you?
- What inspires you?

* Many mission centric Qs are applicable to multiple audiences beyond donors and prospects

+ Priority key question from a FR strategy standpoint

Most important questions from a personal values standpoint



Q&A



**To learn more, view Martha's 2/2/21
DonorSearch Masterminds Series Active
Listening interview with Jay Frost:
fb.watch/3qEEvauVbE.**

“What might
we be if only
we tried. What
might we
become if only
we’d *listen*.”

*Amanda Gorman
First National Youth Poet
Laureate (2017 – 2018)
In response to the 2022
Uvalde Shooting*





Martha H. Schumacher, CFRE, ACFRE, MInstF
President, Hazen and the Hazen Institute for
Leadership Training

mschumacher@hazeninc.com/insights

Twitter: @MarthaMaven