

Seminar targets the 'listening' part of communication skills

You're only half as good a communicator as you think you are. That bears repeating — half as good. Even professional speakers and writers tend to be bad listeners.

This is the radical position of Carol McCall of Phoenix, Ariz., founder of the World Institute Group and an educator, therapist, business executive and entrepreneur for more than 40 years.

She may have a point. Through her private-performance coaching, corporate consultations and public workshops — such as "Design Your Life" — she has reached more than 2 million people. Many others have read her books, the latest being "Listen, There's a World Waiting to Be Heard" (Vantage Press, 2000). When she speaks, even poor listeners tend to pay attention.

One rapt listener is Edward Greene, founder of The Christmas Shop in Manteo. He was so impressed with McCall's three-day Empowerment of Listening seminar that he couldn't keep it to himself.

"I have gained so much," he wrote in a recent testimonial, "that I felt compelled to bring Carol to the Outer Banks so that I could share the experience with friends, associates,

staff members of The Christmas Shop and the community."

Because not everyone has three days to spare, especially at the beginning of the shoulder season, Greene and the Outer Banks accounting firm of Hutchins Allen and



McCall

Co. will underwrite two of the one-day Empowerment of Listening short courses, Tuesday and Wednesday, April 2 and 3, at the Ramada Inn in Kill Devil Hills.

The 1-Day Path to Skillful Listening usually costs \$350 a person, but because Greene and Hutchins Allen have underwritten the programs, the fee for the KDH sessions is only \$100.

Topics to be covered include the listening "filters" that foster unproductive habits; "here-we-go-again" misunderstandings with family, friends and colleagues; damage that gossip and perceived "politics" can do in a home or a workplace; and "listening through" differences in race, religion, age, sex, sexual orientation and professional status to find shared interests and beliefs.

Greene encourages local business owners to attend and to sponsor employees. Enrollment in each session is limited to 50. The sessions are 9 a.m. to 5 p.m. A lunch break is included, but lunch isn't.

For more information or to register, stop by The Christmas Shop on US 64 in Manteo or call 473-2838, ext. 233.

