

## Improved listening

### Use case example

Ben has been given feedback that, although he is highly motivated and a strong performer in terms of delivery, he needs to become a better listener, if he wishes to progress. Exploring his VoicePrint listening profile helps him to become more aware of his own behaviour. Although he tries to be open-minded, his bias for action and his 'need for speed' mean that he often switches his attention into thinking about solutions before he has fully explored what others have to say. VoicePrint helps him not only to define the problem more fully before committing to action, but also to secure more buy-in from others in the process.