

# **Learning to Listen: The Key to Trust and Understanding**

## **Brief Description of the Session:**

Listening is the most important skill most people never truly learn, but listening can be taught, practiced and mastered

Nothing creates connection and trust like listening. Listening improves your effectiveness with clients, superiors, employees and others.

Starting with a discussion of why we listen, we will consciously prepare to listen and then practice active listening.

We will then move to the preparation necessary for powerful conversations including how to dig deeper to get real answers – not just a brush off.

## **Learning Objectives**

### **After completing this session, attendees will be able to:**

- Apply techniques to clear your mind and improve focus and ability to listen
- Create questions to elicit deeply driven responses, not just quick answers
- Plan and prepare for several types of conversations such as a negotiation and an engagement
- Select follow up questions and inquiries to dig deeper
- Summarize what was heard, receive acknowledgement and propose meaningful next steps

**Program Level:** Basic and yet very advanced. Listening is the most underrated skill in every professional's repertoire.

**Presentation Time:** 50 / 60 minutes

All presentations are customized for your participants' needs or requirements.

**Contact us (609-664-7955 or [learning@TheArtofBusinessValuation.com](mailto:learning@TheArtofBusinessValuation.com)) to learn about other presentation topics – or to discuss your group's specific requirements.**

**Presentations by Gregory Caruso, J.D., C.P.A., C.V.A.**  
Author, “The Art of Business Valuation, Accurately Valuing a Small Business”

**Webinars, presentations, and courses by Greg Caruso are perfect for:**

- Continuing Legal Education (CLE)
- CPA and Accounting Continuing Professional Education (CPE)
- Business Valuation (CVA, ABV, ASA) Continuing Professional Education
- And Many Other Groups

All webinars and presentations are created and led by [Greg Caruso, JD, CPA, CVA](#) and author of “The Art of Business Valuation, Accurately Valuing a Small Business”.

- All virtual events are recorded for post-event viewing.
- Extensive professional materials are provided to attendees.
- Greg is available for questions by email or phone for a period of time after each presentation.
- For some presentations, Greg can facilitate small group discussions after the event.

By presenting in an interactive format and covering topics at varying technical levels, your participants are engaged and learn critical elements including relevant applications of the material. We are committed to providing an excellent program that exceeds your expectations.

**About Greg:**

**Partial CV, Previous Presentations:**

- “Business Valuations in the Shadow of COVID-19” - multiple including BVR, AAA CPA
- “Primer on SBA Business Valuation, What to Look For,” Maryland Commercial Lenders Assoc.
- “Market Method for Valuing Small Businesses,” NJ NACVA
- “Taxes for Small Business M&A” Virginia Association of CPA’s
- “Buying, Selling, Valuing Small Business: The Similarities and Differences”, Valuation Products and Services, Jim Hitchner
- “Exciting Exits”, Society of Financial Service Professionals, Maryland

**Editor-In-Chief**

- “Around the Valuation World” Webinar, NACVA, Editor, Moderator and Contributor, monthly since 2016

**Author**

- [The Art of Business Valuation, How to Value a Small Business](#), Wiley, Fall 2020
- [11 Secrets To Selling Your Business](#), Book, March, 2007, Authorhouse.

**Business Valuation and Business Brokerage**

- Harvest Business, LLC, Business valuations and business brokerage since 2004. Lead broker in over 60 transactions. 100’s of business valuations for all purposes.

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