



A presentation from the NewMR '*Listening is the New Asking*' Text Analytics Event - March 8 2011



'Listen Hear! Transformation through Learning How to Listen'

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The sponsor of the '*Listening is the New Asking*' event is Zinc Research  
For more information about NewMR events visit [newmr.org](http://newmr.org)

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Paul Vittles, The Vittles Organisation, Sydney, Australia  
NewMR "Listening is the new asking" – Text Analytics and Market Research, March 8, 2011

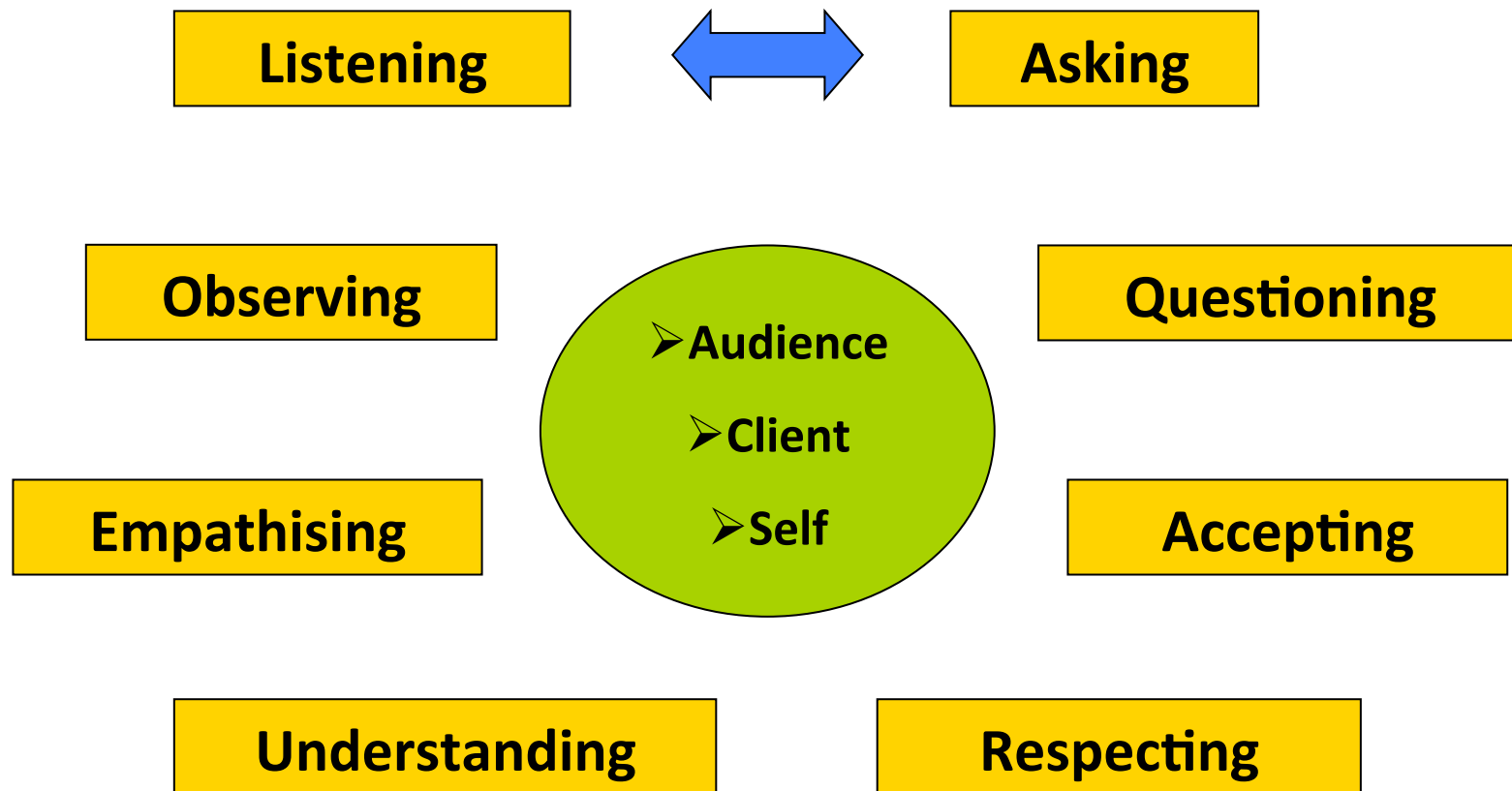
# Listen Hear!

## Transformation through Learning How to Listen



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# Is Listening the New Asking?

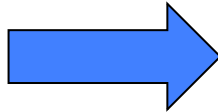


# Are Researchers Listening?

- Are researchers really listening?
- **Desire** to listen? **Ability** to listen?
- Who listens – politicians, PR officers, doctors, managers...**researchers!**
- Not listening in **interviews** and **focus groups**
- Not listening **offline** and not listening **online**

# The Accidental Revolution

**Web 2.0**



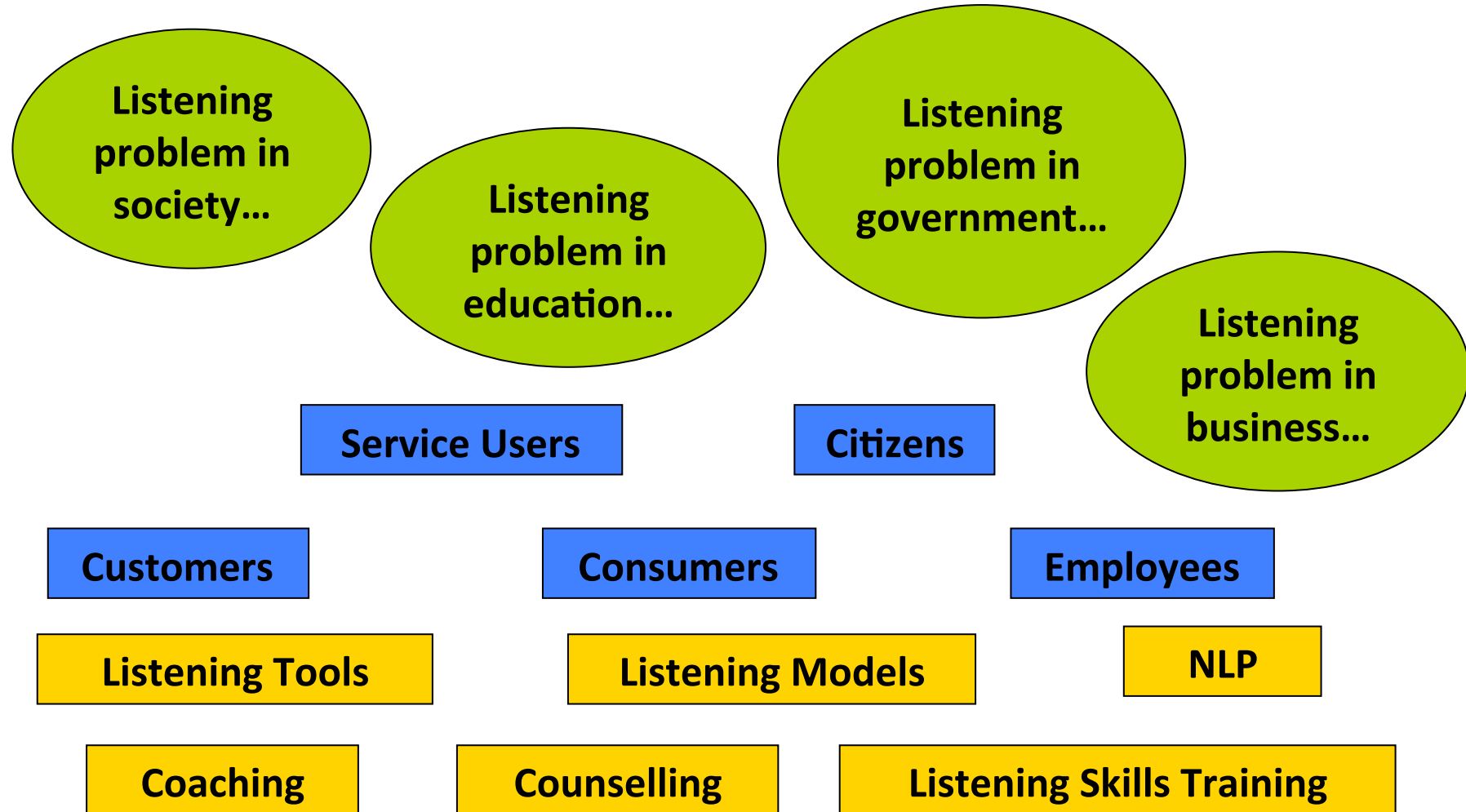
**More Effective Listening?**

- **Honeymoon effect**
- **Seismic shift?**
- **Remove anti-listening structures**

Still underlying problem though:

**Desire to Listen & Ability to Listen**

# The Bigger Picture

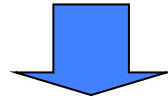


# Listening is the New Listening!

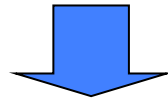
- How well are we listening to what is being said/not said?
- Why are we listening?
- How will the client benefit?
- How will customers/citizens benefit?
- Can we ensure they will not be harmed?
- Is our listening process ethical?
- Are we engaging them in the listening process?
- Are we letting them influence the agenda?
- Are we feeding back what we've found?
- Are we taking action and making this known?
- What is our contribution to the post Peak Attention world?

# Listen Hear! Group & Campaign

***“Big Ideas for Breakfast”***



**Time from Idea to Global Campaign?**



**Use Online Business & Social Media/Networking**



**LinkedIn Group:**

***“Listen Hear! The Global Campaign for Effective Listening”***



# Thank you for listening!



**Paul Vittles,  
The Vittles Organisation**

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# Q & A



**Paul Vittles**

The Vittles Organisation



**Ray Poynter**

The Future Place

# Paul Vittles

The Vittles Organisation @ <http://vittles.org>

Paul's LinkedIn Profile @ <http://au.linkedin.com/in/paulvittles>

LinkedIn Group: Listen Hear! The Global Campaign for Effective Listening

Follow Paul's tweets at @ <http://twitter.com/vittlesorg>



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