

Listen before you Speak,

Listen before you
Succeed

FD|Strategy

A successful society
consists of practiced listeners

"The very decided manner with which he spoke...
served to convince me that he was deeply
sensible of the truths he was uttering."

–Frederick Douglass

FD|Strategy

Public Listening

The Humanities consulting firm, FD|Strategy actively works to promote and teach *Public Listening* to professionals across the United States. The company's inspiration comes from the influential writer and anti-slavery activist, Frederick Douglass. In *Narrative of the Life of Frederick Douglass, An American Slave*, Douglass reveals strategies of patience and listening to gain information that eventually enabled him to obtain freedom from slavery and gain vocal agency. FD|Strategy's *Public Listening* program focuses on three focal strategies: Active listening, speculating sources, and emotional intelligence.

FD|Strategy believes that many of today's issues in professional settings can be lessened or resolved by incorporating Douglass' *Public Listening* tactics. By designing a website with information both general and specific regarding the program's strategies and services, FD|Strategy aims to instill listening awareness to patrons seeking enhancement within occupational settings. Potential clients can explore elements of the program through links on the pages that expand on informational topics. While there is a strong information design component embodying the FD|Strategy *Public Listening* website, the firm also has several consultants specialized to train and work interactively with clients.



Potential clients can decide to participate in either a *Public Listening* workshop or one-on-one session(s). Individual companies can come forward and schedule a time and place to have a workshop for solely the professionals within that specific firm. Multiple consultants are sent to host the workshops which are designed as partially lecture, and partially breakout group sessions. Beyond the staple strategies that are discussed in-depth, the consultants focus on the dynamics of a specified business, as well as advice and training regarding any particular issues or concerns the company may inquire.



Prospective clients seeking individual consulting may choose to engage in one-on-one session(s) with a *Public Listening* consultant or register to attend a workshop. Workshops are designed to address an array of individual professionals and have organized breakout groups categorized occupationally to allow the consultants to provide more specific, relevant information to each

participant. This component serves as an expansion of the broad lecture focusing on public listening, itself rather than how it can be applied to specific professional situations or circumstances. The one-on-one sessions generate an in-depth focus on addressing the client's concerns, as well as to help the client discover possible characteristic elements preventing that individual from professional advancement.

FD|Strategy built a program intended to improve both the professional work environments, as well as individual worker's career paths. The website, <http://publiclisteningg.wordpress.com> contains organized information that expands upon the prominent tactics concerning public listening skills. However, more extensive explanations and focus on a specific individual or company can be addressed by participating in one of the *Public Listening* workshops or one-on-one sessions.

One cannot properly generate public speaking before mastering public listening. Gaining a well-informed understanding regarding a specific topic allows for influential discourse. *Listen before you speak, listen before you succeed.* FD|Strategy strives to teach individuals to properly teach themselves. As a result, public listeners will become effective listeners, speakers, and teachers.

Website:

<http://publiclisteningg.wordpress.com/>

Presentation:

http://prezi.com/f1gku_le_y5j/fdstrategy-public-listening/

Resources:

http://www.youtube.com/watch?v=C8zNx_IarUw

<http://www.6seconds.org/2012/02/22/talent-leadership-alignment-top-business-issues-for-2012/>

http://www.ehow.com/info_12099516_top-ten-communication-problems-workplace.html

<http://www.mindtools.com/CommSkil/ActiveListening.htm>

Narrative of the Life of Frederick Douglass, An American Slave, Written by Himself