



KEYNOTE 4: LEADERSHIP, COMMUNICATION, TRUST

# Listen Like You Mean It

When people feel genuinely heard, trust accelerates. Teams collaborate better. Customers stay longer. Tension de-escalates faster. In a distraction-heavy, hybrid world, listening has become a critical leadership communication skill—and one of the most practical levers for engagement, retention, customer experience, and sales performance.

In this keynote based on her book, *The Art of Active Listening*, Heather introduces *The Cycle of Active Listening*™—a clear, repeatable framework leaders, sales teams, and customer-facing professionals can use to build trust, strengthen relationships, improve communication, and drive results.

Participants learn how to move beyond “I listened” to “they felt heard”: the key difference that changes outcomes in performance conversations, client meetings, and high-stakes moments.

## This program is perfect for:

- People leaders and frontline managers who need practical tools for difficult conversations
- Sales teams and customer-facing professionals who need to build trust fast to reduce friction and improve loyalty
- HR and talent leaders responsible for employee engagement and retention

## The audience will leave with:

- *The Cycle of Active Listening*™: a repeatable listening framework they can use immediately with teams, clients, and customers
- The ability to recognize the difference between listening and making someone feel heard
- Practical techniques for staying present in conversations—even on screens, even under pressure
- Language and tools to reduce friction, de-escalate tension, and build trust faster



**“You will *not* be disappointed.**

*Heather engages with her presence, energy, and knowledge. Her clear, executable strategies are applicable to all leaders.”*

CARMEN WELLS | VP, Revenue Cycle Operations, Northwell Health