



YOU'RE NOT LISTENING

THE SILENT REASON YOUR 1ST 5 MINUTES FALL FLAT

[BOOK BREAKDOWN]

CHEAT SHEET

043

THE BIG IDEA

Hearing is passive. Listening is active. And **listening takes intention**. Most of what passes for listening in a business conversation is really just waiting for your turn, and Kate Murphy's research says you can feel the difference before you can name it.

THE GOLDEN RULE

To really listen is to be moved, physically, chemically, emotionally, and intellectually, by another person's story.

That's the bar Kate Murphy sets, and it's a high one. Most of what happens in a business conversation doesn't come close, because real listening isn't a skill you perform in the moment. It's a mindset you have to enter before the first word is exchanged.

THE FRAMEWORK: FROM HEARING TO SYNCING

LEVEL 1 · THE SETUP	LEVEL 2 · THE DEEPER MOVE
HEARING The passive intake of sound. Words arrive, but nothing lands.	SYNCING The measurable neural convergence between two people who are genuinely listening to each other.
BLOCKING Shutting down what someone hands you instead of building on it.	BUILDING Taking what someone offers and extending it — the way improv performers never block a scene partner's line.
LOADING Rehearsing your next sentence while someone else is still talking.	PRESENCE Staying quiet on both sides of a pause, long enough for the real answer to surface.



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CONCEPT DEEP DIVES

01 BRAINS DON'T JUST HEAR, THEY SYNC

Syncing isn't a nice metaphor for being on the same wavelength — it's literal. When two people are truly connecting, their brain waves actually begin to move together, and the degree of that convergence predicts how well they'll understand and remember the conversation. You can't force it. You can only clear the static blocking it.

ELITE MOVE:

Reach for a Click Accelerator before content. Lead with Proximity, Similarity, Safe Space, Resonance, or Vulnerability in the first minute — before the agenda. That's the static you're clearing.

"Before we get into the agenda, I noticed we're both juggling three deadlines this week — what's yours?"

02 THE FIRST RULE OF IMPROV IS THE FIRST RULE OF BUSINESS

Building isn't agreeing with everything someone says — it's refusing to change the subject on them. Improv performers call it "yes, and." The opposite is a shift response: grabbing the spotlight and moving it back to yourself. Block the offer, and the conversation dies on the spot.

ELITE MOVE:

When someone hands you a detail, don't reach for your own story — reach for their next layer. Use the Two Question Minimum: one question to open the door, one more to see what's behind it.

"That sounds like a rough week — what part of it is weighing on you the most?"

03 SILENCE ISN'T A GAP TO FILL, IT'S INFORMATION

Words can be rehearsed and managed. Silence is much harder to fake. The pause before someone answers a hard question is often where the real answer lives — not the sentence that follows it. That's especially hard given the average human attention span, which research cited in the book puts at roughly eight seconds — shorter than a goldfish's.

ELITE MOVE:

Practice Locked-In Listening: hold the pause a few seconds longer than feels natural. Run your 5 Before the 5 — sixty seconds, phone face-down, inner voice quieted — before you ever sit down.

"Take your time. I'm not going anywhere."

CARRY FORWARD QUESTIONS

1. Am I actually listening right now, or am I loading my next response?
2. Am I supporting their story, or quietly shifting it back to mine?



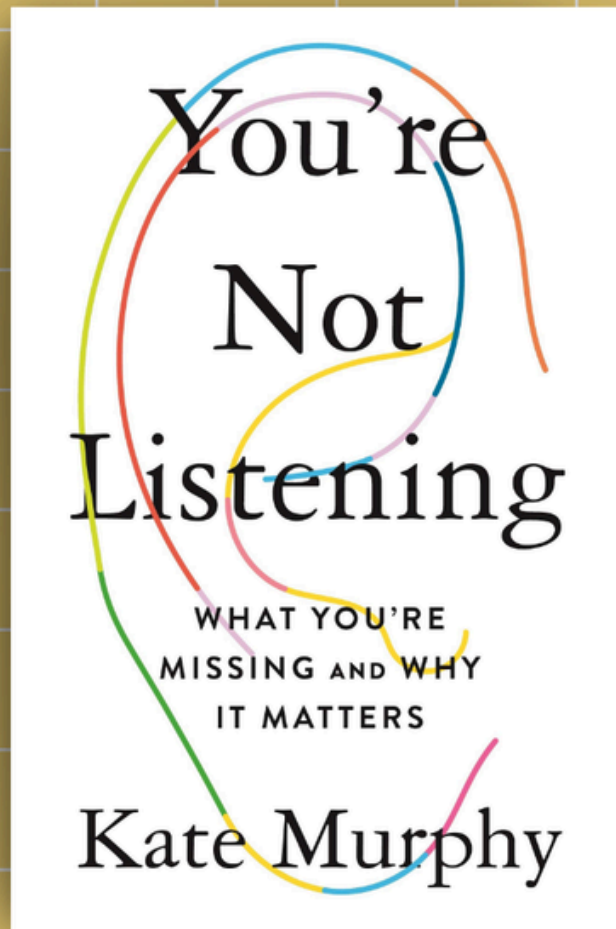
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To really listen is to be moved physically, chemically, emotionally, and intellectually by another person's story.



Kathy Murphy

Author of You're Not Listening



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3 ACTION ITEMS

1 THE SYNC CHECK

In your next important conversation, notice whether you're leaning in and matching the other person's energy. That's synchrony — a sign your Click Accelerators are working.

2 THE BLOCK AUDIT

For one full day, catch every moment you change the subject instead of building on what someone just said. Count the blocks. Don't judge them yet.

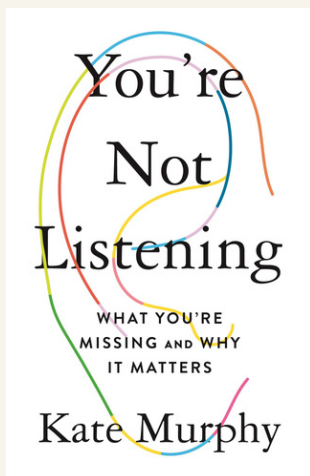
3 THE SILENT PRE-GAME

Before your next three meetings, take sixty full seconds — phone face-down, inner voice quieted — before you walk in or pick up the call.

CARRY FORWARD QUESTIONS

1. Am I actually listening right now, or am I loading my next response?
2. Am I supporting their story, or quietly shifting it back to mine?

THE BOOK BEHIND THIS EPISODE



YOU'RE NOT LISTENING

What You're Missing and Why It Matters

BY KATE MURPHY • CELADON BOOKS, 2020

Drawing on neuroscience, psychology, and interviews ranging from a CIA interrogator to improv performers, Murphy makes the case that our epidemic of not listening is quietly costing us connection, creativity, and trust — and shows what it actually takes to fix it.

[GET THE BOOK →](#)



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BONUS DEEP DIVE

THE SCIENCE BEHIND WHY WE HIJACK CONVERSATIONS

The book only touches briefly on why people shift conversations back to themselves — but the research behind that habit runs deep. What Bryan calls avoiding *"Boomerasking"* has its own growing body of peer-reviewed evidence, and it confirms how costly the habit is, and how simple the fix can be.

1 The shift response has a fifty-year paper trail. Long before *"boomerasking"* had a name, researchers documented conversational narcissism — extreme self-focus in conversation — and found it consistently damages how a listener is perceived.

2 Answering your own question backfires exactly how you'd expect. People who ask a question and then jump in to answer it themselves believe they're being inclusive; their conversation partners instead rate them as more insincere and less likable.

3 Follow-up questions do the opposite. Across live, real-time conversations, people who ask more questions — especially follow-up questions — are consistently better liked by their conversation partners.

4 Most people never test the theory. Research shows people routinely underestimate how much a conversation partner wants to go deeper, which keeps them defaulting to shallow, self-focused exchanges instead of the ones that actually build connection.

REFERENCES

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BY BRYAN BUCKLEY

THE 1ST 5 MINUTES

If Kate Murphy's research proves anything, it's that most conversations are won or lost before anyone realizes it. The 1st 5 Minutes gives you the tools — Click Accelerators, Locked-In Listening, the Two Question Minimum — to make sure you're syncing instead of shifting from the very first word.

[Get the Book → bryanbuckleyspeaks.com](https://bryanbuckleyspeaks.com)



TURN YOUR 1ST 5 MINUTES INTO YOUR COMPETITIVE ADVANTAGE — LEVERAGE OR LOSE IT.

Bryan Buckley is the leading authority on the 1st 5 Minutes of a business conversation — 5X author, speaker, corporate trainer, and podcast host. He helps sales professionals and leaders develop, deepen, and master their business communication skills so every conversation counts.

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