



LISTENING PROFILE

Effective Communication for Healthy Organizations



Sample Group Profile Report

October 30, 2025

INTRODUCTION TO THE ECHO GROUP PROFILE

Group dynamics can make or break a team. Cohesive teams that honor and harness their collective diversity of perspectives and thinking through strong communication skills are highly productive—and pay off. Large businesses lose an estimated \$15,000 per employee per year due to miscommunication, which amounts to approximately \$50 million in total yearly loss.¹

The ECHO Listening model measures how individuals listen to and interpret what they hear, and how that interpretation affects how they communicate with those around them. We habitually listen to and for certain types of information, while filtering out other input. Individual Listening Assessment results compiled into one Group Profile can help the team understand how they operate as a functional whole made up of individuals with differing listening styles, and how the interaction of those styles affects work dynamics and group productivity.

Teams can leverage the insights that the Group Profile provides to heighten collective team awareness, harness a team's cognitive diversity, and correct for imbalances that may be costing them time and money.

This report will guide your team through a unique visual display of your group listening habits along with a customized Group Profile description. There will also be tailored recommendations to improve your team's communication, efficiency, and cohesion that your team can immediately put into action. There is no "ideal" Group Profile; ECHO does not measure whether you are collectively "good" or "bad" listeners, and no one style of listening is better than another. By understanding your team's listening preferences, collaboration is optimized, ultimately helping organizations improve their productivity, work environments, and employee relationships.



CONNECTIVE LISTENING (CV)

This type of listening focuses on what the interaction means for others. People who prefer Connective Listening tend to filter what they hear through their interests in other people, groups, processes, and audiences.



REFLECTIVE LISTENING (RV)

This type of listening focuses on how the interaction relates to an individual's experience. People who prefer Reflective Listening check information against their own library of knowledge to understand how it applies to current needs or interests.



ANALYTICAL LISTENING (AL)

This type of listening is concerned with what the interaction means to an issue or objective situation. People who prefer Analytical Listening filter what they hear through their interest in data, facts and results.



CONCEPTUAL LISTENING (CL)





This type of listening is focused on the big picture, big ideas and abstract thought. Listeners who prefer Conceptual Listening tend to filter what they hear through their interest in concepts and possibilities.

¹ Webtutorials. (2017). "2017 Workplace Productivity and Communications Technology Report." <http://www.webtutorials.com/main/resource/papers/Mitel/paper2/2017-Workplace-Productivity-SotM.pdf?l=WT-17-03-23-Mt5>

YOUR GROUP GRID

Sample Group

The below grid is a different visual display of your group’s listening preferences to further reveal nuances in your team’s dynamics. This allows you to see how each individual team member’s listening contributes to the whole group. High listening preferences are dark blue, low listening preferences are light blue.

TEAM MEMBER	PROFILE TYPE	 Connective (CV)	 Reflective (RV)	 Analytical (AL)	 Conceptual (CL)
Eliza Sample	Implementer	Dark Blue	Light Blue	Dark Blue	Light Blue
Justin Sample	Idea-Generator	Medium Blue	Light Blue	Light Blue	Dark Blue
Chris Sample	Scrutinizer	Light Blue	Medium Blue	Dark Blue	Light Blue
Seth Sample	Scrutinizer	Light Blue	Medium Blue	Dark Blue	Light Blue
Mo Sample	Experimenter	Dark Blue	Light Blue	Dark Blue	Dark Blue
Jen Sample	Idea-Generator	Medium Blue	Medium Blue	Light Blue	Dark Blue
Bryan Sample	Scrutinizer	Medium Blue	Medium Blue	Dark Blue	Light Blue
Melanie Sample	Caretaker	Dark Blue	Dark Blue	Light Blue	Dark Blue



YOUR TEAM

As a highly **Analytical and Conceptual** group, you are adept at both big-picture thinking and fact-based analysis, which allows you to apply new approaches to many problems and challenges. Group brainstorming will likely be structured with all available information and data. You'll tend to develop realistic, rational ideas, as opposed to mere inspirations that cannot be implemented. The group may feel a bit cerebral, and might not fully consider the impact of ideas on individual group members or other relevant stakeholders.

DISCUSSION OF YOUR GROUP PROFILE

Now that you've had a chance to review your Group Profile and learn your group's listening preferences, take some time to explore the below questions together. Use them as a guide to help you uncover opportunities for enhanced alignment.

- What does your team do really well? In what ways does your group's highest listening preference(s) influence your work together?
- Where does your team get hung up or struggle to perform optimally? In what ways does your group's lowest listening preference(s) influence your work together?
- Are there any divisions within the team based on listening preferences?
- Are you effectively harnessing all team member's listening strengths?
- Based on what you've learned from your Group Profile, what are three commitments you'd like to immediately put into action?

TEAM DEVELOPMENT FOCUS

1. When choosing a course of action, consider how it will impact all stakeholders involved.
2. Ideating to solve problems will come naturally, but the group may also benefit from pausing to allow members to reflect on previous experiences in order to apply past lessons to current issues.
3. Establish time allotments for both fact gathering and idea-generation, and use both equally to support decision-making.

Symbol Key

- ⊕ Connective Listening (CV)
- ⊕ Reflective Listening (RV)
- ⊖ Analytical Listening (AL)
- ⊖ Conceptual Listening (CL)

THE POWER OF GROUP LISTENING INTELLIGENCE

Harness Cognitive Diversity Through Listening Intelligence

How do we cultivate teams that are cognitively diverse, while simultaneously ensuring the healthy communication necessary for them to be successful? The key is Listening Intelligence, which is the greater awareness and ability that arises when we understand how we ourselves listen and then adapt our listening style depending on the speaker and the context. We all listen along a certain “frequency,” but we’re only capturing a limited range of a much broader spectrum. Once we become aware of our own listening filters, we can start listening for and recognizing an expanded range of input. Additionally, we can begin to recognize and speak into other people’s listening styles to enhance the chance that the value of what we are trying to communicate lands most effectively.

Listening Intelligence: The greater awareness and ability that arises when we understand how we listen, and then can adapt our listening style depending on the speaker and the context.

How to Develop Your Group’s Listening Intelligence

Listening Intelligence can be developed through three distinct steps:

1. Each individual deepens their awareness by taking the ECHO Listening Assessment and understanding how their own listening habits fit into the larger framework of the four listening styles.
2. With this new self-awareness, individuals can begin to recognize the listening habits of others and creatively adapt their listening according to the speaker and the situation.
3. Individuals can utilize their understanding of others’ listening habits to speak *into* those preferences, maximizing the chance that what they’re communicating is truly understood.

Listening Intelligence offers a helpful way to harness the cognitive diversity present in teams. As the term implies, cognitively diverse team members think differently, hold varying viewpoints, and approach problems in unique ways. Without effective communication skills, and especially strong listening skills, these unique ways of thinking within a team can stay disparate, leading to misunderstandings, rework, and frustration. However, such diversity can be a great asset, leading to higher versatility, creativity, and dynamism, but *only if* team members are able to successfully communicate and collaborate across their differences.