



# “Shut up and listen”

## ...THE IMPORTANCE OF LISTENING

Does it all feel a bit spooky sometimes? Like the universe is trying to tell you something?

This morning I read a great LinkedIn Post from [Al Walker](#) about ‘dirty consulting’ and the importance of taking time out to understand what’s really going on to drive solutions that stick and deliver results. (... that’s a super quick para-phrase, contact Al to find out more).

Then a link to an article lands in my inbox from [McKinsey & Company](#) about experience-led growth.

Article link: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/experience-led-growth-a-new-way-to-create-value>

It's a topic that’s right up there for me. But OMG... spooky or what?

A lot resonates. One point in particular - “Shut up and listen to your customers.”

Not just because it made me smile. Or that I was nodding away as it was so TOTALLY obvious.

But because it reminded me that it’s something we often forget to do.

Yep, listening takes time, effort and energy. But if doing it brings more profitable, sustainable and meaningful growth then it's obvious isn't it? I mean, who doesn’t want that.

My Mum always used to say we have two ears for a reason.... I reckon she had a point.