



The Internet Resource for Multifamily Professionals.

## **CLOSE YOUR “I’s”**

**OBJECTIVE:** To help students get off their favorite subject – themselves – and listen to others. Can be particularly valuable when working with sales people or leasing consultants to illustrate the importance of listening to customers.

**PROCEDURE:** All students stand and are given a topic by the instructor (either verbally or on an index card) such as the differences between being married versus being single or the differences between men and women. Students are to discuss their topic with their peers for two minutes. During the conversations, students are prohibited from using the words “I”, “Me” or “My”. If they use one of those forbidden words, they must sit down.

In most cases, all or nearly all participants are seated before the two minutes is up! This illustrates how self-centered we can all be in our conversation.

Follow the exercise with a discussion of how important it is for us to stop talking and listen to our prospects and residents. Ask the group how they think they can improve their listening skills.

**MATERIALS REQUIRED:** (Optional) Index cards with topics written on them

**APPROXIMATE TIME NEEDED:** 5 – 10 minutes

**SOURCE:** Adapted from 101 Games for Trainers by Bob Pike and Christopher Busse. Available at <http://www.amazon.com> for \$15.37.

