

THE ECHO ADVANTAGE



WHAT IS POOR LISTENING COSTING YOUR ORGANIZATION?

In today's world of information overload, the problem of poor communication is more prevalent than ever. The ECHO Listening Profile offers a unique edge by enhancing your company's listening—the forgotten half of the communication equation. It delivers breakthrough insights helping leaders and teams collaborate more effectively, reduce silos, and stay strategically aligned.

The ECHO Listening Profile is a proprietary, scientifically validated cognitive assessment that measures what leaders and managers listen to and for, as well as what they might be unconsciously filtering out. It is the first listening assessment developed for business contexts that provides tangible, measurable, and actionable insights that can be implemented immediately for strengthened leadership and team productivity.

ECHO SAVES COMPANIES MONEY

Poor communication costs small-to-medium sized businesses \$420,000 per year, and large companies an estimated \$62.4 million annually in miscommunication, rework, missed deadlines, and stalled productivity.

ECHO IS SCIENTIFICALLY ROBUST

ECHO has undergone rigorous scientific research in content validity, criterion-oriented validity, and construct validity. The research is peer-reviewed and published in the scientific journal, *The International Journal of Listening*.

ECHO IS EASY TO UNDERSTAND

Results are presented in a simple, straightforward, intuitive layout, even though its insights are no less profound. Our clients love ECHO's ease of implementation and delivery, and many have chosen ECHO over other assessments for this reason.

ECHO IS QUICK TO TAKE

ECHO's unique ipsative question format gathers in 10 questions the same amount of information other assessments gather in 60 questions, thus saving valuable time for test-takers.

ECHO HELPS TEAMS SUCCEED

ECHO is the only assessment that measures the type of information managers and teams are listening to and for, as well as what is being habitually missed, so they can make the adjustments needed to elevate collaboration and productivity for optimal team performance.