



5 ways you can be a better listener

Ximena Vengoechea believes conversations fail because we're either not listening or not adjusting to the other person's needs at that moment. Here are 5 ways the UX Research Manager at Pinterest says you can help reclaim the lost art of connection.

▶ [READ MORE HERE](#)

WHAT WE'RE READING...

Building a StoryBrand: Clarify Your Message So Customers Will Listen

By Donald Miller



Donald Miller's StoryBrand process is pretty straightforward: Teach your customers to listen to your story. In his book, Building a

StoryBrand, Miller offers seven proven elements of powerful stories that will dramatically improve the way you connect with your customers and drastically grow your business.

▶ [READ MORE HERE](#)

What they're saying...

“Being clear about brand values, and consistent in acting on them, should be at the heart of building any brand. Being transparent about why you do what you do is how brands build a customer base.”

— Vicki Brakl, VP of integrated marketing at MNI Targeted Media, on why brand authenticity matters