



B

Using F.A.C.E.

Briefing

Have you noticed that it is very difficult to sit in silence and look at someone who is talking to you, unless, of course, it is a lecture? You want to show empathy and interest.

In a conversation we can use F.A.C.E. to help empathize with the person we are listening to and show interest in what they are saying. F.A.C.E. stands for:

F	Focus	Focus means you focus on the speaker and no one and nothing else. You focus not just on the words they say but also on how they feel. You try and appreciate the total experience of the communication without judging what they are saying. Make a noise to show you are focusing and understanding, for example <i>Uh huh</i> or <i>Mmm</i> .
A	Acknowledge	Acknowledge means you recognize the person. You may do this by moving your head to show you are listening. Or you may adapt your facial expression to what they are saying. For example, be serious if they are describing something serious or smile if they are telling a funny story. Use short expressions like <i>I see</i> or <i>I understand</i> to show you are paying attention.
C	Clarify	Clarify means you ask simple questions to encourage the speaker. Questions like <i>What happened next?</i> or <i>How did you feel?</i> encourage the speaker to talk more.
E	Empathize	Empathize means saying something to show you appreciate the speaker's opinion or experience.

If you use F.A.C.E, people will respond to you more and it will be easier to build positive relations with them.

Listening



1 Listen to four business conversations. Focus on the listener. What is the listener doing in each conversation?

- Focusing
- Acknowledging
- Clarifying
- Empathizing

Conversation	
1	
2	
3	
4	



2

Listen again to the four conversations and answer these questions.

- 1 In Conversation 1 what does the listener do to keep the conversation going?
- 2 In Conversation 2 does the listener sound excited or bored?
- 3 In Conversation 3 what does the listener say?
- 4 In Conversation 4 what expressions does the listener use to show she understands?

Business practice



1

Listen and repeat these phrases. You saw some of them in 2A.

F Focus

You do this with non-linguistic gestures, for example by looking the person in the eye or by holding your chin with your hand, and by using non-verbal language like Uh huh and Mmm.

Uh huh.

Mmm.

A Acknowledge

I see. *(to show you understand)*

I'm with you. *(to show you understand)*

Yes, of course. *(to show you agree)*

That's true. *(to show you agree)*

Really? *(to show surprise and interest)*

Right! *(to show you understand and agree)*

That's interesting.

C Clarify

What happened next?

What did you do next?

Could you say that again, please?

Tell me a little bit more about that.

Could you explain that in a bit more detail?

E Empathize

Great!

How wonderful! *(if the other person is describing a success)*

How awful! *(if it's bad)*

Well done! *(to congratulate)*

That's terrific! *(to celebrate good news)*

That's really interesting. *(to show strong interest)*



2

Use F.A.C.E. in this conversation to show you are listening well. Listen to Tim, a colleague, and respond, following the instructions. Then listen to the model conversation.

Tim: Have you heard the good news?

You: *Say no and ask for more information.*

Tim: We got the Canada contract.

You: *Acknowledge and congratulate Tim. And ask for more information.*

Tim: Well, we got an email confirming the deal last night.

You: *Clarify.*

Tim: The email was from the government.

You: *Say well done again.*

Tim: Thanks. We must find a way to celebrate.

You: *Agree.*

Business writing

Just like when we speak to someone, when we write, it is important to show interest in the person we are writing to. It makes a good impression.

Here are seven rules of polite writing and some language to accompany them.

1 Greet politely	Dear Abdul / Hi Abdul (<i>not just 'Abdul'</i>)
2 Thank for contact and/or open with a friendly statement	Thank you for your email / letter. (<i>when you reply to someone who has written to you</i>) / I hope you are well. / I hope things are going well.
3 Say you're happy to be in contact	Nice to hear from you. (<i>when you reply to someone who hasn't written for a long time</i>)
4 Congratulate on success	Congratulations on your promotion. Well done for getting the project completed on time.
5 Ask people, don't order them	Could I ask you a favour? Could you send me ...?
6 Say 'Thank you'	Thank you very much. / Thank you in advance. (<i>before you do what / ask</i>) / Thanks again for the (<i>information you sent me</i>). / Thanks and regards.
7 Sign off politely	Yours faithfully (<i>very formal</i>) Yours sincerely (<i>formal</i>) / Yours (<i>short form of Yours sincerely</i>) Best wishes (<i>friendly</i>) / Best (<i>short form of Best wishes</i>) Kind regards / Regards / Best regards (<i>friendly</i>)



Compare these two emails. Which one would you prefer to receive?

To: Bert
Subject: Updated figures
Bert, I need the updated figures for the first quarter ASAP. Thanks. Lucinda

To: Bert
Subject: Updated figures
Hi Bert, I hope you're well. Could you send me the updated figures for the first quarter as soon as possible, please? Thanks and regards, Lucinda

Writing task

Read the email on page 105 and then rewrite it.

Key take-aways

Write down the things you will take away from Unit 2 and how you will implement them.

Topic	Take-away	Implementation strategy – How?	Implementation time frame – When?
The four types of listener			
How to improve your listening skills with active listening			
How to build good relationships in conversation			
Using F.A.C.E. to show empathy			
How to build good relationships in business writing			