

The L.I.S.T.E.N. Lens™

A Trademarked Framework by Keitha Glace

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🔗 FRAMEWORK

The L.I.S.T.E.N. Lens

A Framework for Turning Conversations Into Clarity and Action

The **L.I.S.T.E.N. Lens** is a practical framework designed to help individuals and teams move from ideas and conversations to focused execution. It brings structure, alignment, and momentum—without unnecessary complexity. Whether you're leading a team, facilitating a workshop, or navigating strategic decisions, this approach transforms dialogue into actionable outcomes that drive real results.





STEP 1

L – Listen

Start by listening fully. Pay attention to what's being said, what's implied, and what may be missing. This includes tone, priorities, context, and underlying concerns. Effective listening goes beyond words—it captures emotion, urgency, and the unspoken needs that often drive the real conversation.

Great leaders and facilitators understand that listening is an active skill. It requires presence, curiosity, and the willingness to suspend judgment. When you truly listen, you create space for others to share openly, which builds trust and uncovers insights that might otherwise remain hidden.

 **Key question:** *What is really being communicated here?*



STEP 2

I – Identify

Identify the core objective or challenge. Clarify intent, desired outcomes, and constraints so everyone is aligned on what success looks like. This step transforms vague aspirations into concrete targets that teams can rally around.

Without clear identification, teams waste time solving the wrong problems or pursuing goals that don't align with strategic priorities. Take time to ask clarifying questions, test assumptions, and ensure all stakeholders share a common understanding of the destination. This alignment prevents costly misunderstandings and keeps everyone moving in the same direction.

Key question: *What are we actually trying to achieve?*





STEP 3

S – Simplify

Reduce complexity and noise. Distill the situation into the most important insights, decisions, or actions to create focus and avoid overwhelm. In a world of infinite options and competing priorities, simplification becomes a competitive advantage.

The best strategies aren't the most complex—they're the clearest. Simplification means making difficult choices about what *not* to do, eliminating distractions, and focusing energy on high-impact activities. It requires discipline and courage to say no to good ideas in service of great execution. When you simplify effectively, you create clarity that empowers teams to move quickly and confidently.

Key question: *What matters most right now?*

STEP 4

T – Tools

Choose the right tools to support progress. This may include strategies, frameworks, systems, platforms, or communication approaches that align with the goal. The right tool accelerates progress; the wrong one creates friction and frustration.

Tools are enablers, not solutions. They should fit the problem, the team's capabilities, and the organizational context. Consider both technical tools—software, platforms, analytics—and human tools like facilitation methods, decision-making frameworks, and communication protocols. The key is matching the sophistication of the tool to the complexity of the challenge without over-engineering simple problems.

 **Key question:** *What will help us move forward effectively?*



STEP 5

E – Execute

Move from planning to action. Apply the selected tools with intention, accountability, and follow-through to generate real results. Execution is where insight transforms into impact, where conversations become outcomes, and where strategy meets reality.

Effective execution requires more than good intentions. It demands clear ownership, defined timelines, resource allocation, and the organizational will to follow through despite obstacles. Build accountability mechanisms, celebrate early wins, and create feedback loops that allow for course correction. Remember that perfect execution of a good plan beats perfect planning with mediocre execution every time.

📌 **Key question:** *What action are we taking now?*

L.I.S.T.E.N. in Action

REAL-WORLD EXAMPLE

Scenario: Business Leadership Conversation

A founder wants help launching a new product but feels overwhelmed by marketing options. This common scenario illustrates how the L.I.S.T.E.N. framework transforms confusion into clarity and action.

01

Listen

You hear excitement about the product, but underneath there's uncertainty about audience targeting and messaging clarity. The founder's overwhelm stems not from lack of ideas, but from too many competing directions.

03

Simplify

You narrow the focus to one primary audience segment and one core problem the product solves. This eliminates the paralysis of trying to appeal to everyone and creates a clear target.

05

Execute

The founder begins creating audience-specific content and targeted outreach aligned to that defined segment. Action replaces analysis as the primary mode of operation.

02

Identify

The real need isn't "marketing tactics"—it's clarity on *who the product is for* and *why it matters* to that specific audience. This reframe shifts the conversation from execution to strategy.

04

Tools

You choose a simple three-phase launch roadmap and select one primary marketing channel instead of spreading resources across many platforms. This focused approach maximizes impact.

06

Next Steps

You define a six-week timeline, establish success metrics (engagement, conversions, feedback), and schedule a follow-up check-in to review results and adjust the approach based on real data.

Transform Conversations Into Action

The L.I.S.T.E.N. Lens helps turn conversations into clarity—and clarity into action.

Start Using L.I.S.T.E.N. Today

Whether you're leading a team meeting, facilitating a strategic session, or coaching an individual, the L.I.S.T.E.N. framework provides a reliable structure for moving from dialogue to results. It's simple enough to remember in the moment, yet powerful enough to handle complex challenges.

Build Your Practice

Like any framework, L.I.S.T.E.N. becomes more powerful with practice. Start by applying it to small conversations and gradually use it for larger strategic initiatives. Over time, this approach becomes second nature—a lens through which you naturally process information and drive toward outcomes.

For Teams

Use L.I.S.T.E.N. to align your team around shared goals and maintain momentum through complex projects.

For Leaders

Apply L.I.S.T.E.N. to strategic conversations that demand clarity, decisive action, and measurable follow-through.

For Facilitators

Leverage L.I.S.T.E.N. to guide groups from brainstorming to concrete commitments that stick beyond the meeting room.

The Power of L.I.S.T.E.N.

The L.I.S.T.E.N. framework is more than just a process; it's a commitment to effective communication that drives results. By consistently applying these six steps, you unlock clarity, empower teams, and ensure every conversation contributes to meaningful action and sustained progress.

Transform Dialogue into Impact.