Influencing through VAK Language

Isn't it strange that language is about sound, an auditory process. When talking to someone, they should reply by saying "I hear what you are saying." Of course, that's not always the case. You might get "I see what you are saying." Or "I really feel what you are saying." This could indicate one or two potential thinking preferences from the person you are communicating too. Visual, auditory or kinaesthetic (emotions, feelings, touch).

The three "modalities" are a **simple and helpful way to discover people's communication preference.** If you are familiar with NLP (Nero Linguistic Programming), then you're probably familiar with Visual, Auditory, Kinaesthetic or VAK. We communicate and learn from our primary three input senses: ears, eyes and sensation (touch).

Visual communication/learning have **two sub-channels: spatial and linguistic.** Visual-linguistic involves the written word, such as writing and reading. On the other hand visual-spatial involves non-words such as pictures, film.

Auditory communication/learning involves the transfer of information through listening to words being spoken to oneself and others.

Kinaesthetic communication/learning involves physical experience, they retain better by doing things that are hands-on. This also has **two sub-channels: tactile (touch) and kinaesthetic (movement).**

How to Identify Your Possible Preferred Communication or Learning Style

First let's take a quick look how YOUR own brain is wired. Once you know that, then **you can customise your learning or communication tactics to help you retain information better or influence others based on their communication preferences:**

Visual

- You use visual language ("I can see what you're saying")
- You remember images, charts easily (spatial)
- Enjoy watching and observing (spatial)
- You easily remember what you read (linguistic)
- You prefer to write down directions (linguistic)
- Enjoy art and movies (spatial)
- You take great pictures (spatial)
- You rarely get lost (spatial)
- You remember faces easily (spatial)
- When spelling a difficult word, you see the words (linguistic)
- You are neat and clean most of the time (spatial)

Auditory

- You use auditory language ("loud and clear")
- You remember what people say
- You are a great listener
- When you're bored, you hum or talk (to yourself)
- You record lectures
- Note carefully what they have heard
- You love music and prefer podcasts, radio and audio programs
- Verbal instructions seem to make sense to you
- Remembering names comes easy

Kinaesthetic

- You use kinaesthetic language ("can't get a grip on", "I feel")
- You remember (and enjoy) by doing, rather than seeing or hearing
- When reading, you like to scan first to get the big picture
- You enjoy working with your hands
- You need to move around and take frequent breaks
- Lose concentration when there's little external stimuli
- When spelling a difficult word, you write it down
- You appreciate 'physical encouragement', such as a pat on the back
- When speaking, you frequently use gestures
- Rely on experience when you're working on difficult tasks
- You move around a lot during a lecture

By now you have been able to identify your primary communication style. If you need to dig a little deeper, here are some additional "visual auditory kinaesthetic" tests that may help:

Abaitor's On-Line Learning Styles Test 1
http://www.berghuis.co.nz/abiator/lsi/lsitest1.html

Abaitor's Learning Style Tes 2
http://www.berghuis.co.nz/abiator/lsi/lsitest2.html

Optimizing YOUR communication style to other people

After you get an understanding on your personal communication/learning style, you can apply the same concept to help communicate effectively to others. Being able to coordinate with the other person's primary communication style allows you to be a more effective communicator.

For instance if a person has a strong visual preference then using effective gestures and facial expressions will help get the message across. Or if the person has a strong auditory preference, then having a clear voice, tonal variety will be your best bet. Finally, for kinaesthetic you would communicate your emotions by saying "it feels like", "do you sense..." to communicate clearer to that person.

According to Richard Bandler, one of the pioneers of NLP he said the eyes also give clues to which modality (visual auditory kinaesthetic) people primarily refer to. This is useful as it helps to potentially validate their language patterns:.

- **Visual** - Eyes usually **look up** when they are trying to retain or recall information.
- **Auditory** - Eyes seem to **move sideways** when trying to recall or retain information.
- **Kinaesthetic** - Eyes may move to **lower right corner** when trying to recall or retain information

In addition, at the end of this article, there is a short list of a key words and phrases people use to clarify their preference (between visual auditory kinaesthetic).

You can use the words above to match their communication style, or you can use pictures or written words for visual communicators, or you can find ways to blend their experience with what you're trying to communicate. There are no hard rules, just experiment and see what works!

To summarise, identifying your communication or learning style can help you retain information better in any situation. The same can be applied to knowing other people's preferences. Knowing whether a person has a visual, auditory or kinaesthetic preference will allow you to speak the brain's language.

Visual, Auditory and Kinaesthetic Words

Visual		Auditory		Kinaesthetic	
Angle	Inspect	Accent	Relate	Active	Hold
Appear	Level	Alarm bells	Ring	Carry	Impact
Aspect	Look	Ask	Say	Charge	Motion
Clarify	Notice	Click	Shout	Cold	Pressure
Clear	Observe	Chord	Sing	Crash	Sensitive
Demonstrate	Perceive	Compose	Sound	Feel	Shift
Depict	Picture	Divulge	Speak	Firm	Smash
Dream	Pinpoint	Grate	Speechless	Fish for	Smooth
Examine	Present	Harmony	Talk	Flow	Solid
Feature	See	Hear	Tone	Foundation	Sticky
Focus	Show	Listen	Tune	Grab	Stroke
Glimpse	Sketch out	Loud	Utter	Grasp	Tap
Idea	View	Mention	Voice	Handle	Throw
Illustrate	Visualise	Noise	Wavelength	Hard	Tickle