



Communicate with Style

Everyone communicates using a distinct combination of styles. That's right. Despite the billions of people in the world there are four communication preferences: visual, auditory, kinaesthetic and digital.

Have you ever met someone and just 'clicked'. You probably felt like old friends and chatted comfortably. That's probably because they shared your communication preference. Quite literally that means they used words, images and gestures that you could really relate to. In essence, they spoke your language. And since you spoke theirs, communication flowed easily and effectively.

Yet the reverse is also true. When you've encountered someone with a different communication preference, you may have found it difficult to talk to them. Did they bore you with details? Was their speech too fast? Too slow? Or did they simply not stop for breath? Whatever your communication gripe, the real issue is that they weren't speaking your language.

And your preference isn't limited to the spoken word; it shows through in your writing too. Have you ever felt miffed that someone replied to your long and friendly email with a seemingly terse three lines? That's no indication of how they feel about you; it is though, an indication that their communication preference is different.

Once you can recognise someone's communication style, you can talk to them in their language. And you'll also be able to interpret what they are really saying. Goodbye misunderstandings. Hello effective communication.

So, what is your communication preference?

Complete the survey below and total up your scores

For each question:

1. Give **2 points** to the **closest description** of you
2. Give **1 point** to the **next best description**
3. Leave **two spaces blank**



1. I make important decisions based on:

- ___ gut level feelings (k)
- ___ which way sounds the best (a)
- ___ what looks best to me (v)
- ___ precise review and study of the issues (Ad)

2 During an argument, I am most likely to be influenced by:

- ___ whether or not I am in touch with the other person's true feelings (k)
- ___ the other person's tone of voice (a)
- ___ whether or not I can see the other person's point of view (v)
- ___ the logic of the other person's argument (Ad)

3. I most easily communicate what is going on with me by:

- ___ the feelings I share (k)
- ___ my tone of voice (a)
- ___ the way I dress and look (v)
- ___ the words I choose (Ad)

4. When I am setting up my living space, it is most important to me to:

- ___ select the most comfortable furniture (k)
- ___ have the sound system set up properly so that I can play music (a)
- ___ have the right colours in the room (v)
- ___ make sure every thing is put in its proper place (Ad)

5. I find that:

- ___ I am very sensitive to other people's feelings (k)
- ___ I am very aware of the sounds of my surroundings (a)
- ___ I easily notice changes in the way places or people look (v)
- ___ I am very adept at making sense of new facts and data (Ad)

6. In order to know if someone is doing a good job I need to:

- ___ do the job with them or experience some aspect of their job (k)
- ___ listen to a description of the way they are doing their work (a)
- ___ see them do the job (v)
- ___ have all the facts and figures on the work that's been done (Ad)

7. I find that in a learning situation eg class, seminar, workshop presentation I take most notice of information when:

- ___ I can learn by doing an activity or exercise (k)
- ___ I can hear, such as what the presenter is saying (a)
- ___ I can see, such as power point or information presented pictorially (v)
- ___ it is presented in terms of facts and figures so I can make sense of it (Ad)

**Adapted from Tad James and Advanced Neuro Dynamics*

Add up your score for the below letters

*e.g If in question 7 you put a 2 in the 1st line (K) and a 1 in the 3rd line (V):
Then you put a number 2 in the K column below and the number 1 in the V column below:*

	(k) Kinesthetic	(a) Auditory	(v) Visual	(Ad) Audio digital
<i>Example:</i>	2		1	
<i>Your scores:</i>				
Question 1				
Question 2				
Question 3				
Question 4				
Question 5				
Question 6				
Question 7				
TOTALS <i>*Should add up to 21</i>				

The letter with the highest score represents your primary communication preference:

The letter with the next highest score is your secondary communication preference:

For more information on interpreting these scores and how this information is of use to you in work & life contact us on: (613) 9399 8775 or carolfox@lifeperformance.com.au