

VAK (Visual, Auditory, Kinaesthetic) – Descriptors for each Preference

Everyone operates in all preferences but there will very likely be a decided sequence for each person. Understanding both your own preferences and that of others this will allow you to communicate more effectively. Remember the quality of communication depends on how well you are responded to not how eloquently you hear yourself.

VISUAL PREFERENCE

Visual people select pictures from their memory to make sense of events. This happens very quickly. Their eyes will be up or perhaps softly defocused but looking straight ahead to a spot about two feet in front of their noses. If you are standing in that exact spot you may interfere with memory pictures. Visuals may find this irritating – it literally prevents them from thinking. Visuals are also irritated when other people insist on locking eyes and will not allow them to either look up or defocus comfortably.

Visual people's voices may be high pitched and slightly breathless. Visuals breath high in the chest and gesture high near the face. They often display tension in the neck and shoulders because tightening here has a tendency to make pictures clearer. Voice tempo is faster with visuals. Visuals are deeply affected by colours of their surroundings and by order or chaos of the objects around them.

AUDITORY PREFERENCE – HEARING

Auditory people are often proud of their own voices and for good reasons. They are usually melodious. It is important to auditories to sound good. Their voices have a rhythm that is pleasing to them and to others as well. Auditories often talk to themselves in internal dialogue. They sometimes have trouble making choices because their internal voices go around in discussions without knowing how to decide.

Auditories tend to breath in the middle of the chest and gesture in front of their chest. This gives auditories enough oxygen to have an even rhythmic tempo, not jerky like visuals or full of blank spaces like kinesthetics.

KINAESTHETIC PREFERENCE – FEELINGS

Kinaesthetics breath low in their stomachs and their voices are usually deeper than auditories or visuals. The spaces in their conversations give them time to check out their feelings. They need to get a feel for problems. They like or hate; feel warm or cold about almost everything. Kinesthetics tend to make low gestures around the stomach area.

