

Seeing ~ Saying ~ Sensing

Visual, Auditory, & Kinesthetic Learning Styles

How do you *best* process information?

Circle only one letter for each question, relying on your first instinct.

- 1. When you recall a time you were drawn to someone, what was the very *first* thing that attracted you to them?**
 - a. The way they looked.
 - b. Something they said to you or the sound of their voice.
 - c. The way they touched you, or a gut feeling you had about them.
- 2. When you recall a particularly wonderful vacation you had, what impacted you the most?**
 - a. The way the area looked.
 - b. The different way it sounded there (or the lack of sound!)
 - c. The feeling you got by being there.
- 3. If you go to a baseball game (or other sporting event), in addition to the game itself, what registers with you *most*?**
 - a. The look of the stadium, players' uniforms and overall look, the ads, etc.
 - b. The sounds, such as each thwack of the ball, the roar of the crowd, music.
 - c. The overall feel of the surroundings, the mood in the crowd.
- 4. When I get a new assignment at work, it is *easiest* to execute if:**
 - a. It's briefly explained, perhaps with a few key steps.
 - b. It's explained to me in detail so I am sure not to miss anything important.
 - c. I get a sense of the ultimate purpose and my role in achieving it.
- 5. When my problems get me down, I find it helps *most* to:**
 - a. Write them down so I can see them clearly.
 - b. Discuss with a friend.
 - c. Sort them out internally until they make sense.
- 6. The *most* important thing a presenter can do for me is:**
 - a. Use a lot of pictures, graphics, drawings and videos.
 - b. Give me the details but never in a monotone, boring tone.
 - c. Look me in the eye, relate to me, and talk *to* me, not *at* me.

- 7. When deciding on a vacation spot, I usually:**
 - a. Picture the possible choices in my mind or write them down.
 - b. Dialogue the options in my mind or talk them through, out loud.
 - c. Imagine how I would feel if any of the choices came to pass.

- 8. When I buy an article of clothing, after first seeing it, the *very next* thing I do is:**
 - a. Take another really good look at it or picture myself wearing it.
 - b. Listen closely to the salesperson and/or have a conversation with myself giving the pros and cons of buying it.
 - c. Really feel the material to see if it's something I'd enjoy wearing.

- 9. When I meet someone new, I remember them best later by:**
 - a. Recalling their face or the way they looked overall.
 - b. Recalling their name or the way their voice sounded.
 - c. The experience I had with them or how I felt with them.

- 10. When I spell, I verify accuracy by:**
 - a. Looking at the word in my mind to see if it looks right.
 - b. Saying the word out loud or hearing it in my mind.
 - c. Getting a feeling about the way the word is spelled.

- 11. If you attend a concert, what registers with you the most?**
 - a. The way the musician(s) and staging looks and/or changes.
 - b. The lyrics of each song.
 - c. How each different number makes me feel.

- 12. At the beach, the *first* thing that makes me glad to be there is:**
 - a. The look of the sand, the smiling sun, and the color of the water.
 - b. The sound of the waves, the wind, and the voices.
 - c. The feel of the sand, the salt air on my lips, and the joy of serenity.

- 13. What is *most* important to you at a restaurant besides the food?**
 - a. I can easily see what I want to see from my seat.
 - b. The noise level is comfortable, and I can hear my table mates.
 - c. The lighting and temperature are right and/or I like my server.

- 14. Before going to sleep at a hotel, I may focus most on:**
 - a. The light/darkness in the room is how I want it.
 - b. Any noises that might keep me awake.
 - c. How the bed feels, the temperature, the bedding.

- 15. In the morning, I especially enjoy awakening to:**
 - a. Either the sun streaming in or an overcast day.
 - b. The sound of birds or rain.
 - c. A warm and toasty comforter or soft sheets.

RESULTS

Add up the three separate scores of A's, B's, and C's. The letter with the highest number is probably your primary representational system.

___ A's ~ Visual or *Seeing*

___ B's ~ Auditory or *Saying*

___ C's ~ Kinesthetic or *Sensing*

If you score about equally in each category, take the test over in a day or so; you may find one area predominates. If your three scores are still close together in value, it means that you might not favor one representational system.

We created this test based on our comprehensive research over 20 years. The most important lesson here is to recognize that we all register information in different ways and so do the members of our audiences. That's why we never want to default to delivering information in only one way and leave out the others.

Refer to the [Connection Tools](#) sheet when planning a presentation to get ideas on how to reach your audience with visual, auditory and kinesthetic connectors.

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