

Communication Preferences

"I see what you're saying, but it still doesn't feel right!"

Different people have diverse preferences when it comes to how others can best communicate with them. Some are predominantly visual (V), some auditory (A), and others are kinaesthetic (K). Successful communicators quickly diagnose the preferred style of their 'influence target' and adapt their approach accordingly.



These people tend to process information better when it is supplied in the form of pictures, diagrams, graphs etc. They tend to say, "I see" or "I get the picture", or "What would that look like in practice?"

They tend to speak quickly, often even before they have fully formed their thoughts, they can be highly expressive and expansive in their gestures and they often doodles during conversations.

Communicate with, and influence these people with handouts, mind maps, PPT presentations with graphs, striking images and diagrams. They will remember far more of what they see than what they hear; so show them more than tell them!



These people say "I hear you" or "That sounds like a good idea", "Run that by me again" or "That doesn't resonate with me."

They tend to process information better by listening to conversations, discussing and talking things through. They interpret the underlying meanings of speech through listening to tone of voice, pitch, speed and other nuances.

Communicate with, and influence these people by talking, engaging them in conversation, discussing your ideas verbally with a clear voice and tonal variety, using verbal analogies and storytelling to illustrate your key arguments.



Kinaesthetic people can't sit still; they want to move, do and touch. They process information better with a hands-on approach and may become frustrated if they can't try something out. They use language like... "It feels to me that..." or "Do you sense...?"

Communicate with, and influence these people by giving them a demonstration, letting them see and feel the product or try something out; get them physically involved. Also, create rapport by talking their 'feelings language'.

Remember, despite our preferences, there's a bit of each of the above in all of us.