

Four Primary Ways People Process Your Information

There are four primary ways that meeting participants communicate and assimilate information: **visual, auditory, kinesthetic, and reflective**. While each meeting participant processes information using all four of these ways at different times, each of us tends to rely on one of these approaches more than the other three.

Visual: These people memorize and learn by seeing pictures and are less distracted by noise than others. They often have difficulty remembering and are bored by long, verbal presentations because their minds will wander. They are interested in how your presentation looks. They like it when you use words like “*aim, image, light, picture, and watch*” in your presentation as these words encourage them to make pictures in their minds.

Auditory: These people are easily distracted by any noises occurring during your presentation. Typically these participants learn by listening. The speaker’s vocal tone and vocal quality will be very important with these people. Words that work well with people in this category include “*boom, hiss, noise, tone, and whisper.*”

Kinesthetic: These meeting participants often speak very slowly. They are much more oriented towards their feelings than people in the other three categories. They learn by actively doing something and getting the actual feeling of it. They are interested in a presentation that “feels right” or gives them a “gut feeling.” Words that can be effective with these participants include: “*cut, grasp, mold, sturdy, and warm.*”

Reflective: These participants spend a fair amount of time in their heads talking to themselves. They memorize and learn by steps, procedures, and sequences. They want to know that the presentation makes lots of sense. Words that are effective with these participants include “*arrange, consider, goal, manage, and understand.*”

Approximately 40% of us are primarily visual, approximately 40% of us are primarily kinesthetic, and the remaining 20% of us are primarily auditory and reflective in how we process information.

Please see the attached table for more sample words from each type.

Visual	Auditory	Kinesthetic	Reflective
Aim	Argue	Attach	Analyze
Appear	Babble	Balance	Apply
Blind	Boom	Bend	Arrange
Bright	Chant	Catch	Benefit
Clear	Clang	Cold	Capable
Cloudy	Describe	Compress	Competent
Dark	Discuss	Cram	Comprehend
Dim	Harmonize	Cut	Compute
Dull	Hear	Fall	Consider
Envision	Hiss	Feel	Effective
Focus	Lie	Flat	Efficient
Foggy	Listen	Grasp	Example
Glare	Loud	Handle	Factor(s)
Glow	Music	Hot	Figure
Hazy	Noise	Hurt	Gain
Image	Praise	Jarring	Goal
Light	Quiet	Manipulate	Ideal
Look	Resonate	Massage	Irrelevant
Neat	Ring	Mold	List
Oversight	Scream	Probe	Logic
Pattern	Shout	Push	Loss
Picture	Silent	Rough	Manage
Portray	Sing	Slow	Objective
Reflect	Snore	Smooth	Rational
Reveal	Sound	Soft	Real
Scan	Squeal	Solid	Realistic
See	Talk	Sting	Reason(s)
Show	Tell	Sturdy	Relevant
Sight	Tone	Support	Respect
Sketch	Utter	Tackle	Risk
Spotless	Verbalize	Throw	Think
Survey	Voice	Touch	Thought
Visible	Whine	Twinge	Understand
Vision	Whisper	Unite	Use
Watch	Yell	Warm	Useful