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# INFORMATION THROUGH OUR SENSES

We all have preferred ways of communicating, taking in information, learning, relating and processing. We do this by using and connecting in to our senses, though many of us are not aware that is what we are doing. In this module I will show you, your personal communication style and how you can communicate with others, in their style, the way that they use their senses to. By using sensory words we increase our ability and our flexibility to communicate better and get our own needs met by others too.

## UNDERSTANDING SENSORY COMMUNICATION

There are 5 sensory representations, typically 3 of these are most common with the last 2 being the least common when it comes to communication through them. Many people have multiple sensory ways of communicating, however 1 style often tends to be the more dominant than the others.

The 5 sensory representations are:

- VISUAL - seeing, images, pictures
- AUDITORY - listening, speaking, verbal
- KINESTHETIC - sense, touch, movement, feeling
- OLIFACTORY - smell
- GUSTATORY - taste

In understanding how you use your senses in your own communication style, you're able to understand how and when you use them. And where you may be able to use them to communicate better, establish a trust and understanding with others. Plus have more insight to how they are communicating to. This will help you to build better, more open and more effective and rewarding relationships with people.



# YOUR PREFERRED SENSORY COMMUNICATION

For each of the following statements, please place a number next to every statement.

Using the following system to indicate your preferences:

**4 = Closest to describing you**

**3 = Next best description**

**2 = Next best**

**1 = Least descriptive of you**

## 1. I MAKE IMPORTANT DECISIONS BASED ON

- \_\_\_\_\_ gut level feelings
- \_\_\_\_\_ which way sounds best
- \_\_\_\_\_ what looks best to me
- \_\_\_\_\_ precise review and study of the issue

## 2. DURING AN ARGUMENT I AM MOST LIKELY TO BE INFLUENCED BY

- \_\_\_\_\_ the other persons tone of voice
- \_\_\_\_\_ whether or not I can see the other persons point of view
- \_\_\_\_\_ the logic of the other persons argument
- \_\_\_\_\_ whether or not I am in touch with the other persons feelings

## 3. I MOST EASILY COMMUNICATE WHAT IS GOING ON WITH ME BY

- \_\_\_\_\_ the way I dress and look
- \_\_\_\_\_ the feelings I share
- \_\_\_\_\_ the words I chose
- \_\_\_\_\_ my tone of voice

## 4. IT IS EASIEST FOR ME TO:

- \_\_\_\_\_ find the ideal volume and tuning on a stereo
- \_\_\_\_\_ select the most intellectual and relevant point in a subject
- \_\_\_\_\_ select the most comfortable furniture
- \_\_\_\_\_ select rich, attractive colour combinations

## 5. RANK IN ORDER!

- \_\_\_\_\_ I am very attuned to sounds in my surroundings
- \_\_\_\_\_ I am very adapt at making sense of new facts and data
- \_\_\_\_\_ I am very sensitive to the way clothes feel on my body
- \_\_\_\_\_ I have a strong response to colours and to the way a room looks

## SENSORY COMMUNICATION TEST ANSWERS

Lets see how you scored, use the below 3 step process to work out your answers

### STEP ONE

copy your answers from the previous page here

Question 1	Question 2	Question 3	Question 4	Question 5
____ = K	____ = A	____ = V	____ = A	____ = A
____ = A	____ = V	____ = K	____ = AD	____ = AD
____ = V	____ = AD	____ = AD	____ = K	____ = K
____ = AD	____ = K	____ = A	____ = V	____ = V

### STEP TWO

add your numbers associated with each letter below, there are 5 entries for each letter

	V	A	K	AD
1				
2				
3				
4				
5				
Total				

### STEP THREE

Understanding the scores

See which letter has the highest total number for you.

V = Visual

A = Auditory

K = Kinesthetic

AD = Auditory Digital - I will cover this further below

Your highest score is your predominant, learning and communication style.

It is absolutely OK if multiple styles have the exact same total. This is quiet normal.

These are also not set in stone, they may change in different contexts and at different times of life for you.

# WHAT IT MEANS COMMUNICATE THIS WAY

Now you know your style, you can begin to understand your unique way of communicating. Knowing how you experience the world, means you can also understand how that differs from how others see the world, And how others may interpret the same situation very differently to how you do.

**Imagine this:** 3 people attend the same party.

## **Person 1 is predominantly Visual.**

They may notice the art on the walls, any colour scheme, the clothes people are wearing. They've taken in the sights on the way, the view. They may engage in conversations using words and phrases such as 'picture this', 'do you see what I mean', 'it looks wonderful to me', 'i have an eye for that kind of thing'. The visual person tends to notice things fast, taking everything in by sight, noticing the details and intricacies.

## **Person 2 is predominantly Auditory.**

They may hear the music, the ambiance, the acoustics even the lyrics, any outside noise. They may pick up on conversations near by and jump in with engaging talk, verbalizing their knowledge. They may use words like 'We are on the same wavelength', 'That's what I was tuned into', 'I've tried to drum that in', 'that has a nice ring to it'. The auditory person tends to be quiet rhythmic in their speech, maybe even rhyming or making lots of agreeable or disagreeable sounds, comfortable talking and listening too.

## **Person 3 is predominantly Kinesthetic**

They may be the one extending their arms to hug and kiss as they greet people. They may move around the party, crossing the room to engage with others, they may use gesticulating body expressions. They may touch peoples clothes or furniture in admiration. They may say things such as 'hold tight, I'll get that for you', 'there's no pressure', 'Yes it went smoothly', 'it took a while to grasp', 'its as though a weight has been lifted'. They kinesthetic person tends to be quiet emotional, feeling in to a situation and having a sense of whats going on.

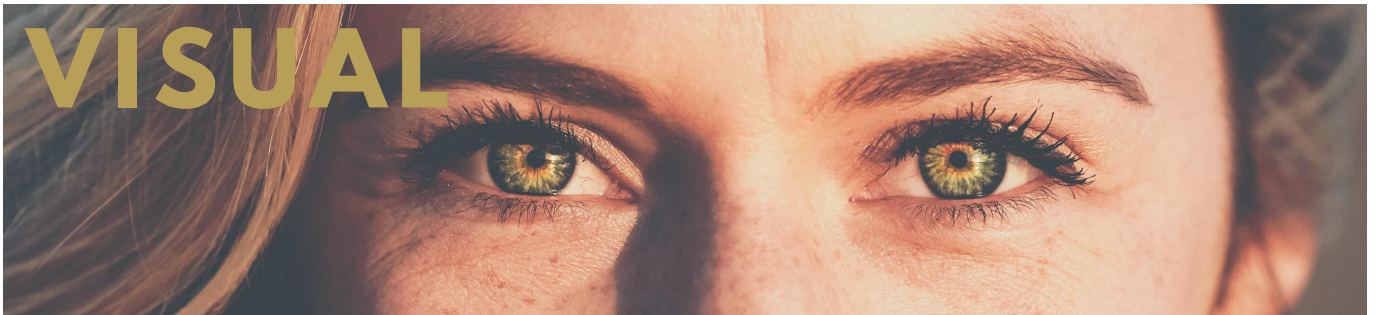
How do you resonate with these? What do you do or say that is inline with your style?

If you are Auditory Digital you may be questioning, why am I not at the party!

You are!

Auditory Digital is not related to your senses. Instead of saying something 'looks good', 'sounds right', 'feels nice', 'tastes good' or 'smells of success' auditory digital people say, 'it makes sense', 'its logical' or 'it structured well'. They tend to have a need to make sense of the world, to figure things out, to understand. They tend to work things out, think things through. logic, facts and figures play an important role in the decision process.

Lets explore each style a little deeper, see what looks good, hear what sounds good, and notice what feels good for you. Again it is likely there will be a combination of them all, though 1 or 2 may be more prominent for you.



Visual, seeing, noticing often quiet quickly taking it all in through the eyes.

When you recall information you may see images or pictures like a screen shot in your mind. When you remember past experiences or events you may play them out like a movie inside your head.

Visual people often stand or sit straight and tall, with your eyes up, often sat forward in your chair as if leaning in to see it all. You tend to be organized, well-groomed and keep things in order. Appearances are important to you.

Your mind may tend to wander, but you may not be so distracted by noise, You may need to see things to remember them, be shown how to when learning something new.

You find yourself regularly using words and sentences such as:

- look
- picture
- outlook
- focus
- image
- colour
- insight
- vivid
- glowing
- scene
- blank
- visualise
- clear
- dark
- perspective
- vision
- shady
- transparent
- reflect
- lets look at the details
- What is the bigger picture
- The outlook is good
- Lets focus on the task at hand
- I have an image in my mind
- Lets add more colour
- Can I have more insight on that
- I remember it vividly
- It was a glowing review
- It wasn't quiet the scene I imagined
- My mind has gone blank
- I can visualise how that will look
- It is very clear to me
- They have a dark sense of humor
- Can I get your perspective
- The vision I had
- This deal seems a little shady
- I need complete transparency
- I'll take a moment to reflect on that





Auditory is both hearing and speaking

When you recall information you may replay what was said in your mind, as though in stereo. You may hear songs that reminds you of past experiences. You may talk to yourself either out loud or in your own head, when often you lips will move.

You can repeat things you've heard back easily. You may learn best by listening. Enjoy music and talking on the phone. You can memorize steps, and sequences.

You may like to be told how you're doing, and you may responds to certain tones of voice. You have a genuine interest in what people say to you, you're a good listener

You find yourself regularly using words and sentences such as:

- Say
- Question
- Click
- Resonate
- Beat
- Sing
- Wavelength
- Melody
- Tone
- Hearsay
- Drum
- Chirpy
- Loud
- Harmony
- Deaf
- Tune
- Ring
- Clash
- I hear what you are saying
- I need to question that
- It just seemed to click
- That resonates well with me
- It just seems out of beat to me
- Sing up if you have anything to say
- We are on the same wavelength
- What she had to say was a sweet melody
- I do not like your tone
- Its all just hearsay
- I can't seem to drum up the energy
- They're such a chirpy person
- He wears loud shirts
- Sounds harmonious to me
- It falls on deaf ears
- The design is in-tune with our branding
- Can you ring up the cost of that
- We just seem to clash

# KINESTHETIC



Often emotional, kinesthetic types tend to feel a lot, either by sense or by physically touching and feeling.

When you recall information you may remember how you felt, or how others felt about something. When you remember past experiences or events you tend to remember how you felt at that time or what you were sitting on or leaning against. Kinesthetics often talk or move slower as they feel into it. You may enjoy physical rewards, and touch. You may stand close to people. And learn by doing or walking something through. You will be interested in something if it 'feels right' to you. Or you may need to physically touch an object before you buy it.

You find yourself regularly using words and sentences such as:

- touch
- move
- handle
- loose
- grasp
- weight
- smooth
- pushy
- rub
- tight
- sticky
- shrug
- solid
- warm
- rough
- flow
- uptight
- firm
- lift
- I'll touch base with you soon
- I was moved by her story
- I need to get a handle on this project
- its only a loose plan
- I grasp what we are doing
- It weighs heavy on me
- I'll smooth it out
- I felt the sales person was too pushy
- Rub it in!
- Money is a little tight
- The weather is so sticky
- I just shrug it off
- it seems like a solid deal
- I'm warming to my new...
- It's a little rough around the edges
- I am just going with the flow
- You seem uptight
- We need to make a firm decision on this
- Add more colour to lift it





Often talking through a sense of smell, or noticing fragrances more than others may. When you recall information you may remember what things smelt like, the sea air, the ground after it had rained. When you remember past experiences or events you may recall perfume or floral scents in the air.

- scent
- whiff
- smell
- reek
- fishy
- nosey
- fresh
- cheesy
- rancid
- almost there, I'm on the scent
- Did you get a whiff of what they just said
- Something smells off here!
- He reeks of money
- It just seems a bit fishy!
- I'm being nosey
- I have a fresh idea
- That person is so cheesy
- The weathers rancid at the moment



A strong sense of taste, you may notice how foods taste, each and every flavor in a dish. When you recall information you may remember a taste something left on your mouth, or what you were eating at the time.

- sweet
- bitter
- sugar
- honey
- grilled
- The sweet taste of success
- The situation left a bitter taste in my mouth
- That's OK sugar
- Thank you honey
- My parents grilled me

Other Non-Sensory based words we use regularly are:

- think
- know
- understand
- notice
- decide
- explain
- arrange
- recognise
- work out
- attend
- remember



## HOW TO BETTER COMMUNICATE NOW

Now you have a clearer understanding of how you think, why you say what you say. And what you are feeling, seeing, hearing in your own mind. You have your own style to communicate. And when it comes to understanding what others may be trying to say. It brings you into a better awareness of how they may need to communicate.

You now know how to pay attention to what people are saying, needing and asking for in the way they communicate.

Most of us will have elements of all of these, simply because they are related to our senses. And for most of us all 5 are constantly being activated for us to use throughout our daily lives.

These tools have been used in all kinds of situations such as relationship building, teaching, learning and communicating with others. And because you now have all these new skills. And a new understanding of who you are and what you need. You will also have a better understanding of others and the way they say what they say, do what they do and feel the way they feel and need what they need to.

So the next time you want your kids to tidy their room or your partner to listen to you, notice their communication style and talk to them in their language. You just may notice that life gets a little easier and they now listen to you!

