

What's your Communication Style Preference?

Circle or tick the answer that most represents how you generally behave.

1. When I operate new equipment I generally:

- a) read the instructions first
- b) listen to an explanation from someone who has used it before
- c) go ahead and have a go, I can figure it out as I use it

2. When I need directions for travelling I usually:

- a) look at a map
- b) ask for spoken directions
- c) follow my nose and maybe use a compass

3. When I cook a new dish, I like to:

- a) follow a written recipe
- b) call a friend for an explanation
- c) follow my instincts, testing as I cook

4. If I am teaching someone something new, I tend to:

- a) write instructions down for them
- b) give them a verbal explanation
- c) demonstrate first and then let them have a go

5. I tend to say:

- a) watch how I do it
- b) listen to me explain
- c) you have a go

6. During my free time I most enjoy:

- a) going to museums and galleries
- b) listening to music and talking to my friends
- c) playing sport or doing DIY

7. When I go shopping for clothes, I tend to:

- a) imagine what they would look like on
- b) discuss them with the shop staff
- c) try them on and test them out

8. When I am choosing a holiday I usually:

- a) read lots of brochures
- b) listen to recommendations from friends
- c) imagine what it would be like to be there

9. If I was buying a new car, I would:

- a) read reviews in newspapers and magazines
- b) discuss what I need with my friends
- c) test-drive lots of different types

10. When I am learning a new skill, I am most comfortable:

- a) watching what the teacher is doing
- b) talking through with the teacher exactly what I'm supposed to do
- c) giving it a try myself and work it out as I go

11. If I am choosing food off a menu, I tend to:

- a) imagine what the food will look like
- b) talk through the options in my head or with my partner
- c) imagine what the food will taste like

12. When I listen to a band, I can't help:

- a) watching the band members and other people in the audience
- b) listening to the lyrics and the beats
- c) moving in time with the music

13. When I concentrate, I most often:

- a) focus on the words or the pictures in front of me
- b) discuss the problem and the possible solutions in my head
- c) move around a lot, fiddle with pens and pencils and touch things

14. I choose household furnishings because I like:

- a) their colours and how they look
- b) the descriptions the sales-people give me
- c) their textures and what it feels like to touch them

15. My first memory is of:

- a) looking at something
- b) being spoken to
- c) doing something

16. When I am anxious, I:

- a) visualise the worst-case scenarios
- b) talk over in my head what worries me most
- c) can't sit still, fiddle and move around constantly

17. I feel especially connected to other people because of:

- a) how they look
- b) what they say to me
- c) how they make me feel

18. When I have to revise for an exam, I generally:

- a) write lots of revision notes and diagrams
- b) talk over my notes, alone or with other people
- c) imagine making the movement or creating the formula

19. If I am explaining to someone I tend to:

- a) show them what I mean
- b) explain to them in different ways until they understand
- c) encourage them to try and talk them through my idea as they do it

20. I really love:

- a) watching films, photography, looking at art or people watching
- b) listening to music, the radio or talking to friends
- c) taking part in sporting activities, eating fine foods and wines or dancing

21. Most of my free time is spent:

- a) watching television
- b) talking to friends
- c) doing physical activity or making things

22. When I first contact a new person, I usually:

- a) arrange a face to face meeting
- b) talk to them on the telephone
- c) try to get together whilst doing something else, such as an activity or a meal

23. I first notice how people:

- a) look and dress
- b) sound and speak
- c) stand and move

24. If I am angry, I tend to:

- a) keep replaying in my mind what it is that has upset me
- b) raise my voice and tell people how I feel
- c) stamp about, slam doors and physically demonstrate my anger

25. I find it easiest to remember:

- a) faces
- b) names
- c) things I have done

26. I think that you can tell if someone is lying if:

- a) they avoid looking at you
- b) their voices changes
- c) they give me funny vibes

27. When I meet an old friend:

- a) I say "it's great to see you!"
- b) I say "it's great to hear from you!"
- c) I give them a hug or a handshake

28. I remember things best by:

- a) writing notes or keeping printed details
- b) saying them aloud or repeating words and key points in my head
- c) doing and practising the activity or imagining it being done

29. If I have to complain about faulty goods, I am most comfortable:

- a) writing a letter
- b) complaining over the phone
- c) taking the item back to the store or posting it to head office

30. I tend to say:

- a) I see what you mean
- b) I hear what you are saying
- c) I know how you feel

Now add up how many A's, B's and C's you selected.

A's =

B's =

C's =

If you chose mostly A's you probably have a preference for a **VISUAL** communication style.

If you chose mostly B's you probably have a preference for an **AUDITORY** communication style.

If you chose mostly C's you probably have a preference for a **KINAESTHETIC** communication style.

Some people find that their preferred communication style may be a blend of two or three styles, in this case read about the styles that apply to you in the explanation overleaf.

VAK Communication Styles Explanation

The VAK communication styles model has its origins in Neuro-Linguistic Programming. It suggests that most people can be considered to have one of three preferred styles of absorbing information. These three styles are as follows, (and again, there is no right or wrong preference).



Visual

- Someone with a Visual communication style has a preference for seen or observed things, including pictures, diagrams, demonstrations, displays, handouts, films, flip-chart, etc.
- These people will prefer to perform a new task after reading the instructions or watching someone else do it first. These are the people who will work from lists and written directions and instructions.



Auditory

- Someone with an Auditory communication style has a preference for the transfer of information through listening: to the spoken word, of self or others, of sounds and noises.
- These people will prefer to perform a new task after listening to instructions from an expert, or discussing the best way with someone. These are the people who are happy being given spoken instructions over the telephone, and can remember all the words to songs that they hear!



Kinaesthetic

- Someone with a Kinaesthetic communication style has a preference for physical experience - touching, feeling, holding, doing, practical hands-on experiences.
- These people will prefer to perform a new task by going ahead and trying it out, learning as they go. These are the people who like to experiment, be hands-on, and never look at the instructions first!

There is no right or wrong learning style. The point is that there are types of communication and learning that feel better for you.

Please note that this is not a scientifically validated testing instrument – it is a free assessment tool designed to give a broad indication of preferred communication and learning style(s).

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