

Visual, Auditory & Kinesthetic Learning Styles

VAK is used to analyze communication and behavior patterns and to determine how to interact with individuals during the process of change. The result of this instrument is a clear understanding of where individuals fit and how they make distinctions concerning their environment. Both internal and external environments are represented in terms of three sensory systems: visual, auditory, and kinesthetic.

People who rely on their visual systems appear to run movies in their heads when remembering or storing information. If people are primarily auditory, i.e. taking information in through sounds, remembering may be like replaying a tape recorder, with original tones and dialogue. People who are primarily kinesthetic respond to internal bodily feelings or tactile sense. They remember bodily sensations in recalling experiences.

This knowledge provides an amazing insight into the people we work with or for; however, we must be cautious not to “box” people or become complacent about ourselves because we are not naturally suited to a particular task.

Visual Values

The principal values of the visual modality are dynamism and perfection. With dynamism we refer to the speed of visual intelligence. Visual people have a taste for action, speed, fun. Perfectionism comes from having strong visual images, and experiences discomfort when in the presence of ugly or unfinished things.

Auditory Values

The principal values held by those with auditory dominance are strength in self and others and hard work in spite of adversity. They are expressed in a strong personality and great will power given by auditory intelligence.

Kinesthetic Values

The principal value held by kinesthetics is the comfort and pleasure of self and others. This value is related to refinement which predisposes one to kinesthetic intelligence. It's a sense of...

Recognizing Visual Processors

“ See what I mean?



To understand how the person across from you thinks, and in which category he/she is located, it's best to open all your senses and pay very close attention to sight, hearing and feeling. You will likely notice that your attention is drawn mainly in one area more than in the other two.

For example, visual people will have a tendency to get our attention, because they are well dressed in bright colors; or their facial expressions and gestures will attract you, and get you to look at them. They have a tendency to stand face to face with direct eye contact.

They also tend to be humorous or funny and even risk making fun of others. In contrast they are not comfortable talking about highly emotional subjects or in conversations which are too serious.

To speak and act quickly and be frequently impatient with others is a strong sign for being visual, even if all visuals are not like that. They can be more or less shy or outgoing depending on the person. As well you will notice that they access visual representations by looking up very often when they are talking.

Recognizing Auditory Processors

“ O.K. Got it
loud and clear.



As you open your senses, you watch, you listen, you feel; you notice that the other has more dominance in the auditory channel: she speaks well, she allows others to finish their thoughts, he wants most that you listen to what she says.

She may be carefully dressed or perhaps not, wise or “caustic” depending on the desired communication. This person is an easy conversationalist in formal situations: family gatherings or professional environments, revealing his or her sense of humor in the context of a story rather than by making faces or acting out a story. She easily and readily organizes group activities.

You will notice that she often accesses auditory mental representations by looking side to side when speaking or thinking about things.

Recognizing Kinesthetic Processors



In observing a kinesthetically dominant person you can notice that he/she is more personal and more intimate towards you. You sense this whether by their tendency towards physical contact; their use of predominantly “feeling” word, or their slower pace, their voice may be lower as well.

Their style of dressing is not dictated by fashion or good taste but is made sensual either by the use of pleasant and comfortable materials or by sexy look.

They often speak less than others and communicate by innuendo which can lead to great “complicity” with certain people or great misunderstanding with others.