

The VAK Test

'The effectiveness of communication is defined by the response'

ADELE-LEAH

Welcome to the VAK Test.

Don't worry, it sounds serious, but it's actually a quick, easy and fun exercise designed to help individuals uncover their communication style.

Why is this important?

Have you ever felt misunderstood and as if you were speaking an entirely different language to other people in your team?

Yep, it's more common than you might think.

That's why knowing your communication style and how to identify other people's will go a long way toward setting you apart as a great team player.

Have fun with this exercise and why don't you share your results in the community.

About the VAK test.

Have you ever considered why you 'click' with some people and not others? Or why you think and act in a certain way? It all comes down to our internal representational system: how we represent the world and process information using our senses; this includes:

- What we see – Visual modality
- What we hear – Auditory modality
- What we smell – Olfactory
- What we sense/feel – Kinaesthetic modality
- What we taste – Gustatory
- What we tell ourselves – Auditory Digital

We use our visual, auditory and kinaesthetic modalities most often when making sense of our world. For example, we will feel what is good (K), we will see what you mean (V), or we will hear a bell ringing (A) when something clicks. Some people are primarily auditory digital, which means that they want to know how it works (AD). And we all use a combination of these modalities when communicating with ourselves and others.

The VAK test has been created to uncover your primary representation system. Your representational type reveals how you relate as a person and how you run your relationships.

Remember, when doing the test, your first choice is usually the most appropriate. However, if you find it difficult to decide, consider a relevant circumstance in your life that specifically relates to the question and then select an answer.

Let's begin!

The VAK Test

Step One:

For each of the following questions, place a number next to every phrase. Use 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 the best
- _____ what looks best to me
- _____ a precise review and study of the issues

2. During an argument, I am most likely to be influenced by:

- _____ the other person's tone of voice
- _____ whether or not I can see the other person's point of view
- _____ the logic of the other person's argument
- _____ whether or not I am in touch with the other person's true 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 choose
- _____ my tone of voice

4. It is easiest for me to:

- _____ find the ideal volume and tuning on a stereo system
- _____ select the most intellectually relevant point in an interesting subject
- _____ select the most comfortable furniture
- _____ select rich, attractive colour combinations

5. I...

- _____ I am very attuned to the sounds of my surroundings
- _____ I am very adept at making sense of new facts and data
- _____ I am very sensitive to the way articles of clothing feel on my body
- _____ I have a strong response to colours and to the way a room looks

Step 2

Copy your answers from the first step to the table below.

Q1	Q2	Q3	Q4	Q5
_____ K	_____ A	_____ V	_____ A	_____ A
_____ A	_____ V	_____ K	_____ Ad	_____ Ad
_____ V	_____ Ad	_____ Ad	_____ K	_____ K
_____ Ad	_____ K	_____ A	_____ V	_____ V

Step 3

Add the numbers associated with each letter. There are 5 entries for each letter.

	V	A	K	Ad
Q1	_____	_____	_____	_____
Q2	_____	_____	_____	_____
Q3	_____	_____	_____	_____
Q4	_____	_____	_____	_____
Q5	_____	_____	_____	_____
Totals	_____	_____	_____	_____

Comparing the total scores in each column will give your relative preference for each of the four major Representational Systems.

Favoured Representational Systems

V - Visual

Visual people often stand or sit with their hands and/or bodies erect, with their eyes up. They breathe from the top of their lungs. They often sit forward in their chair and tend to be organised, neat, well-groomed and orderly. They memorise by seeing pictures and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. Appearances are important to them. They're often thin and wiry.

A - Auditory

Auditory people will move their eyes sideways (remember Richard Nixon?). They breathe from the middle of their chest. They typically talk to themselves and are easily distracted by noise. Some even move their lips when they talk to themselves. They can repeat things back to you easily, they learn by listening, and usually like music and talking on the phone. They memorise steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing and responds to a certain tone of voice or set of words.

K - Kinaesthetic

Kinaesthetic people typically breathe from the bottom of their lungs, you'll see their stomach go in and out. They often move and talk very slowly. They respond to physical rewards and touching. They stand closer to people than a visual person. They memorise by doing or walking through something.

Ad - Auditory Digital

Auditory digital people will spend a fair amount of time talking to themselves. The auditory digital person can exhibit characteristics of the other major representational systems.

Visual people

See the world by constructing or remembering mental images. They respond to what they see either in their minds or in reality. They 'see' what you mean. A visual person will often use words like (and respond best to words) like:

See	Reveal	Snap shot
Focus	Glimpse	Observe
Bird's eye view	Picture	Sight for sore
Look	Imagine	Dim
Show	Brilliant	Focused
Paint a picture	View	Eyes
Illuminate	Hazy	Looks good to me
Flash	Go blank	Colour
Naked eye	Clear	Take a peek
Gaze	An eyeful	Foggy
Dawn	Lacklustre	Watch
Murky	Bright	Tunnel vision
Watchful	Short sighted	

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Auditory people

Listen to the world around them by constructing their thoughts and feelings based on what they hear. They tell themselves what's happening or how to interpret an event. They 'hear' you. An auditory person will often use and respond best to words like:

Voiced as an opinion	Sniff	Hear
Mute	Tune out	I hear you
Amplify	On another note	Be all ears
Loud	Recall	Tell
Quiet	Rings a bell	Sound
Clear as a bell	Accent	Call
Babble	Roar	Hush
Announce	Quiet as a mouse	Resonate
Loud and clear	Jingle	It rings a bell
Talk over	Melody	Listen
Harmonise	That clicks	Clash
Purrs like a kitten	Discord	Squeak
	Make music	Silence

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Kinaesthetic people

Feel the world around them. They interpret their world through physical contact and feelings. They will have gut feelings. They will sense or get what you mean. A kinaesthetic person will often use and respond best to words like:

Grasp	Solid	Soft
Make contact	Get to grip	Tap into
Heavy	Catch	Pressure
Feel	Touch	Tough
Get in touch	Warm	Heated argument
Firm	Smooth	Handle
Concrete	Get hold of	Sharp
Firm foundation	Rub	Pull some strings
Slip through	Tight	Texture
Scrape	Catch on	Bounce
Hang in there	Sticky	Smooth operator
Slimy		

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Auditory Digital people

The auditory digital system is not related to any of our senses. Instead of saying something "looks good", "sounds right", "feels nice", "tastes good" or "has the smell of success", a person with a preference for auditory digital may say, "this makes sense", "is logical" or "the specifications are correct". Auditory digital people have a need to make sense of the world, to figure things out, to understand. An auditory digital person will often use and respond best to words like:

Need	This needs	Synergistic
Outcome	KPIs	Systems
Systems	Capabilities	Data
I'm certain	Clarity	Relationships
Procedures	Foreseeable issues	Projections
I think	Results driven	Progression
Methodologies	Direction	ROI
Identifiable	System-wide	Good sense
This is	Strategies	Process of
Accurate	Overhaul of	Everything
Representation	Compounding	Thinking logically
Constructed		

Auditory digital people will spend a fair amount of time talking to themselves. They'll want to know if your program "makes sense". The auditory digital person can exhibit characteristics of the other major representational systems.