

1 Something for everyone

Left and right brain

A Brain research reveals that both sides of the brain are involved in nearly every human activity, but that the left and right sides of the brain control different modes of thinking. Look at statements 1–8 below and circle the letter of the statement that is true for you.

- | | |
|----------------------------------|-------------------------------|
| 1 A I am objective. | B I am subjective. |
| 2 A I like to take risks. | B I don't like to take risks. |
| 3 A I am analytical. | B I am emotional. |
| 4 A I am organised. | B I tend to break the rules. |
| 5 A I like to use numbers. | B I like to use metaphors. |
| 6 A I like to stick to the plan. | B I like surprises. |
| 7 A I need the small details. | B I need the big picture. |
| 8 A I am realistic. | B I am imaginative. |

Now look at the information on page 122. Are you more 'left brained' or 'right brained'?

B Look at the following activities from this book. Assign the activities to the left (L) or right (R) brain.

Step 1: giving your presentation a structure and using signposting

Step 2: jump starting your presentation with a shocking statement

Step 3: describing trends and numbers accurately and in detail

Step 4: using examples

Step 5: using analogy

C Look at the table below. Tick what you do in your presentations. Is one side more dominant?

Left brain	Right brain
1 I give logical and precise information.	1 I include surprises and an element of play.
2 I give my research references.	2 I show lots of pictures.
3 I give lots of numbers and data.	3 I include metaphors and analogy.
4 I demonstrate that I am an expert.	4 I include lots of variety.
5 I have a very organised approach.	5 I move along at a fast pace.
6 I keep to time limits and scheduling.	6 I like to give the bigger picture.
7 I stay on track.	7 I deal with concepts.
8 My presentations are well-structured.	8 I address emotions and feelings.
9 I give lots of examples.	9 I move around a lot.
10 I let audiences evaluate and assess.	10 I let audiences experiment.

Find Your Voice

List five techniques / activities you can build into your presentations to create a better balance.

Representational systems

A Read the text and then complete the exercise below.

VAKOG

We re-experience or represent the world to ourselves using our senses:

Visual	(V)	seeing
Auditory	(A)	hearing
Kinaesthetic	(K)	feeling
Olfactory	(O)	smelling
Gustatory	(G)	tasting

When we use our senses inwardly to think, they're known as representational systems in NLP (Neuro Linguistic Programming) ...

V

The **visual** system is how we create our internal pictures, visualise, daydream, fantasise and imagine. When you are imagining looking around one of your favourite places or remembering being on the white sandy beach on holiday, or planning how your room will look, you are using your visual system.

A

The **auditory** system is how you remember music, talk to yourself and rehear the voices of other people. Auditory thinking is often a mixture of words and other sounds. When you imagine the voice of a friend, the roar of the sea or the sound of silence, you are using your auditory system.

K

The **kinaesthetic** system is made up of our internal and external feelings of touch and bodily awareness. It also includes the sense of balance. The emotions are also part of the kinaesthetic system, although emotions are slightly different – they're feelings about something, although they're still represented kinaesthetically in the body. When you imagine balancing on a beam, the feeling of touching a smooth surface or what it is like to feel completely happy, you are using your kinaesthetic system. Sometimes the olfactory and gustatory systems are treated as part of the kinaesthetic system, as they're less important in western Europe and North American culture.

O+G


The **olfactory** system deals with creating smells and the **gustatory** system is made up of remembered and created tastes. Remember a fine meal. Think back to what it was like to smell and taste the food. You are using your olfactory and gustatory systems.

Most people have a preferred representational system. We think more easily and more fluently with our preferred system.

Categorise the words and phrases below and on page 78. Do they appeal to visual (V), auditory (A), kinaesthetic (K), olfactory (O) or gustatory (G) representational systems?

- 1 It looks like ...
- 2 It feels like ...
- 3 Picture this ...
- 4 It tastes like ...
- 5 It smells like ...
- 6 Can you hear this in your mind?
- 7 Imagine ...
- 8 Think of the smell of ...

- 9 What does this look like?
- 10 Think of the feeling when
- 11 The aroma
- 12 My perspective
- 13 Think of the sound of
- 14 What is it like to taste?
- 15 Do you feel happy / sad / disappointed?
- 16 How loud is it?
- 17 It's as high as a two-storey building.
- 18 The fragrance
- 19 What do you say to yourself when things go wrong?
- 20 What does it look like to you?
- 21 Please listen to these comments.
- 22 I'm looking forward to finding out about your insights on these issues.
- 23 There will be plenty of time to tune into each other's thinking and sound out ideas.
- 24 Let me illustrate this by
- 25 I feel really excited about the prospects.

B  **6.01** Watch Zhan giving a product description in his Step 6 presentation. Identify the language he uses to address different representational systems. Complete the gaps.

When you sit in the car you notice how

(1) and (2) the seats are.

You can adjust them to make them even more

(3) for you, and as you sink in, you will notice the (4) of the real leather.

Take a deep (5) and start driving.

You will notice how (6) the car is.

Apart from a soft (7) and a gentle

(8), you don't (9)

very much at all. The car (10)

It (11) compact and tidy; it has been

designed to make the best use of (12) It's a lovely thing to (13) at.



C Categorise the words in the gaps (V, A, K, O or G) according to the representational systems they appeal to.

- | | | | | | | |
|---------|---------|---------|---------|----------|----------|----------|
| 1 | 3 | 5 | 7 | 9 | 11 | 13 |
| 2 | 4 | 6 | 8 | 10 | 12 | |

Find Your Voice

Prepare an item from a presentation and address different representational systems. Present this.