

Predicates

<u>Visual</u>	<u>Auditory</u>	<u>Kinesthetic</u>	<u>Digital</u>
They memorize by looking at pictures and are not distracted by noise. They are quickly bored by long spoken instructions because they need to see. They want to see what you have to offer..	They are easily distracted by noise. They learn easily by listening and repeat what you just said as if they wanted to hear it a second time. The tone of voice and the words used are very important.	They speak softly and slowly. They like physical contact. They learn by doing and practicing. They like to touch and/or experience your products or services. They trust their instincts and listen to their emotions.	They spend a lot of time in their head. They talk to themselves a lot internally. They like procedures. They analyze a lot and need logical arguments to be convinced. These people often show traits from the other categories (V, A, and K).
See	Listen	Feel	Reflect
View	Resonate	Touch	Think
Imagine	Hear	Experiment	Analyze
Watch	Echo	Feeling	Study
Observe	Ask	Emotion	Decide
Review	Sound	Hard	Process
Target	Music	Contact	Elaborate
Contemplate	Harmonize	Pressure	Plan
See	Tune	Hot	Understand
Show	Mention	Cold	Make sense
Clarify	Be all ears	Closed	Sense
Picture	Deaf	Slip through	Calculate
Design	Vocal	Grasp	Anticipate
Appearance	Noisy	Gives me shivers	Consider
Reflection	Say	Goosebumps	Examine
Diagram	Call	Numb	Calculate
Aspect	Talk	Get a handle	Conceive
Reveal	Discuss	Amazed	Brainstorm
Visibility	Rings a bell	Rough	
Point of view	Dissonance	Concrete	
Perspective	Articulate	Tap into	
Blurry			
Clear			

Examples:

Visual: "Your words are very clear" or "I see what you mean".

Auditory: "I hear what you are saying" or "yes, that speaks to me"

Kinesthetic: "your words touch me" or "it sends shivers down my spine"

Digital: "I understand you" or "yes, that makes sense"

[Exercise] Translate these predicates

Translate the following sentences into the other representational systems.

Example: Everything ended up working out.

Visual: I see that everyone is clear on the solution.

Auditory: I tell myself that we are on the same wavelength.

Kinesthetic: I feel that this project will make everyone proud.

Sentence #1: I think your proposal makes sense

Visual:

Auditory:

Kinesthetic:

Sentence #2: he is hard to convince

Visual:

Auditory:

Kinesthetic:

Sentence #3: It's really difficult to follow.

Visual:

Auditory:

Kinesthetic:

Answers :

Sentence #1: I think your proposal makes sense.

Visual: I see that your proposal is very clear.

Auditory: your proposal resonates well with me.

Kinesthetic: I sense the potential of your proposal.

Sentence #2: he is hard to convince.

Visual: it is difficult to make him see another point of view.

Auditory: I find it difficult to make him hear another story.

Kinesthetic: he is inflexible.

Sentence #3: It's really hard to follow.

Visual: I don't quite see where he is going with this.

Auditory: these arguments form a great cacophony.

Kinesthetic: I feel lost with all his explanations.