

# How You Process Information

For each of the following statements, please place a number next to every phrase.

Use the following system to indicate your preferences:

**4 = closest to describing me**

**3= next best description**

**2= nor really like me**

**1 = least likely description of me**

**1. I make important decisions based on:**

- gut level feelings
- which way sounds the best
- what looks the best to me
- 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
- select the most intellectually relevant point in an interesting subject
- pick the most comfortable furniture
- select rich, attractive colour combinations

**5. I can describe myself by stating:**

- 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 clothes feel on my body
- I have a strong response to colours and to the way a room looks

# How Your Mind Works

Copy the scores from the previous page to here:

	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	

Example: if your answer for Q1 was 1, 2, 4, 3, you would complete the chart:

	Q1	Q2	Q3	Q4	Q5
K	<b>1</b>	A	V	A	A
A	<b>2</b>	V	K	Ad	Ad
V	<b>4</b>	Ad	Ad	K	K
Ad	<b>3</b>	K	A	V	V

Add the numbers associated with each letter:

	Visual	Auditory	Kinesthetic	Auditory Digital
1				
2				
3				
4				
5				
TOTAL				

Example:

	Visual	Auditory	Kinesthetic	Auditory Digital
1	<b>4</b>	<b>2</b>	<b>1</b>	<b>3</b>
2				
3				
4				
5				
TOTAL				

# What does it mean?

**Visual:** You process information using visual images – like pictures or movies – you like things to look right and you’ll be able to see things in your mind’s eye easily.

**Auditory:** You process information using auditory cues – how it sounds is most important to you – people’s tone of voice will give you lots of information and you may have musical talents.

**Kinesthetic:** You’re touchy feely – you probably can’t even buy toilet roll without having to give it a squeeze. How you feel about people and things is most important to you. You may be described by others as intuitive.

**Auditory**

**Digital:** You may spend a fair amount of time talking to yourself and you will be concerned that things “make sense”. Your second highest score – visual, auditory or kinaesthetic – will be the one that relates to how you really process information.