

BREED Incubator
Series

BREED
AUSTRALIA

Business Transformation Program

Supplementary Handbook – Building Rapport

For each of the following statements place, number each phrase.

Use the following system to indicate your preference:

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 best
	what looks best to me
	precise review and study of the issues

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

	the other persons 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 most relate to:

	I am very attuned to 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 the way a room looks

Step one: copy your answers from the answers to here:

Question	1	2	3	4	5
	K	A	V	A	A
	A	V	K	AD	AD
	V	AD	AD	K	K
	AD	K	A	V	V

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

Question	Visual	Auditory	Kinesthetic	Auditory Digital
1				
2				
3				
4				
5				
Totals				

Step Three: The total scores will give the relative preference of each of the Major Representational Systems

Rapport is not about being able to label people and put them into neat boxes, NLP is a technique that provides some strong generalisations that assist in getting alongside your client.

The following are generalizations on characteristics of people with a preference for visual, auditory, kinesthetic or auditory digital. Remember, with all generalizations, there are always exceptions.

Visual: People with a visual preference, will tend to:

- Be organized, neat and well-groomed. Why? Because they want to look good. And what do they expect from you? Yes, the same thing!
- Use visualization for memory and decision making - often getting insights about something.
- Be more imaginative and may have difficulty putting their ideas in words.
- Speak faster than the general population. Why? Because they have a picture(s) in their mind and if it is a moving picture, there is a lot to tell in so little time!
- Prefer in-person interactions - to see the other person and his/her reactions.
- Want to see or be shown concepts, ideas or how something is done.
- Want to see the big picture.
- May not remember what people have said and become confused if you give them too many verbal instructions. However, if you can draw a map or picture for them, then they can see what you are saying.
- Remember faces more easily than names
- Be distracted by visual activity and less so by noise.

Auditory: People with an auditory preference, will tend to:

- Be more aware of subtle change in the tone of your voice and be more responsive to certain tones of voice.
- Perceive and represent sequences and are able to remember directions or instructions more easily.
- Learn by listening and asking questions.
- Enjoy discussions and prefer to communicate through spoken language rather than the written word.
- Talk through problems and like to have someone available to serve as a sounding board for their ideas.
- Need to be heard.
- Be easily distracted by noise.

Kinesthetic: People with a kinesthetic preference, will tend to:

- Speak slower than the general population. Why? Because they need time to get in touch with how they feel about the topic.
- Be more sensitive to their bodies and their feelings and respond to physical rewards and touching.
- Learn by doing, moving or touching.
- Dress and groom themselves more for comfort than how they look.
- Make decisions based on their feelings.
- Stand closer to other people than those with a visual preference - to feel the other person's energy, whereas the person with a visual preference will stand back to see more of the other person (body language, etc.).

Auditory Digital: Auditory digital is devoid of the senses. People with an auditory digital preference, will tend to:

- Have a need to make sense of the world, to figure things out, to understand.
- Talk to themselves and carry on conversations with you in their mind. Often they will say they remember discussing something with you, when you actually did not have the conversation. They did, however, in their mind!
- Learn by working things out in their mind.
- Not to be spontaneous, as they like to think things through.
- Have logic play a key role in the decision process as do facts and figures.
- Memorize by steps, procedures, sequences.