V: Visual

- Often stand or sit with their heads and/or bodies erect with their eyes up
- Breath from the top of their lungs
- Often sit forward in their chair
- Tend to be organized, neat, well groomed, and orderly
- Be distracted by visual activity and less distracted by noise
- Use visualization for memory and decision making
- Are imaginative and have difficulty putting things into words
- Often have trouble remembering verbal instructions (if too long will be bored)
- Maps and pictures are better
- Want to be show concepts, ideas, or how something is done
- Want to see the big picture
- Remembers faces easier than names
- Speak faster than the general population
- Will be interested in how your program LOOKS

A: Auditory

- Quite often move their eyes sideways
- Breathe from the middle of their chest
- Typically talk to themselves and easily distracted by noise (some even move their lips when they talk to themselves)
- They can repeat things back to you easily
- Learn by listening and asking questions
- Easily distracted by noise
- Memorize by steps, procedures, and sequences (sequentially)
- Aware of change in the tone of your voice
- Responds to a certain tone of voice or set of words
- Talk through problems and needs to be heard
- Tends to cross appendages when listening
- May avoid eye contact when processing
- They will be interested what you have to SAY about your program

K: Kinesthetic

- More sensitive to their bodies and their feelings
- Typically be breathing from the bottom of their lungs, so you will see their stomach go in and out when they breathe
- Often move and talk verrrry slooowly
- Respond to physical rewards and touching
- Stand closer to people than a visual person
- Learn by doing, moving, touching, or walking through something
- Makes decisions based on if it "feels right" or gives them a gut feeling

Ad: **Auditory** Digital

- Need to make sense of the world, to figure things out, to understand
- Talks to themselves and carry on internal conversations (sometimes w/you!)
- Learns by working things out in their mind
- Not spontaneous, like to think things through
- Memorize by steps, procedures, sequences
- Logic, facts, and figures play a key role in decisions
- Will want to know if your program "makes sense"
- Can exhibit characteristics of the other major representational systems