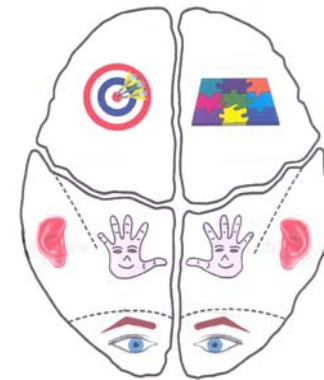




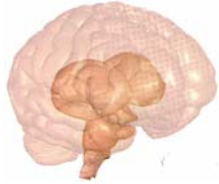
Presents

# A Sense in Time Saves Yours

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[www.arlenetaylor.org](http://www.arlenetaylor.org)



References: Selected Brain Facts  
[www.arlenetaylor.org/selected\\_brain\\_facts/index.htm](http://www.arlenetaylor.org/selected_brain_facts/index.htm)



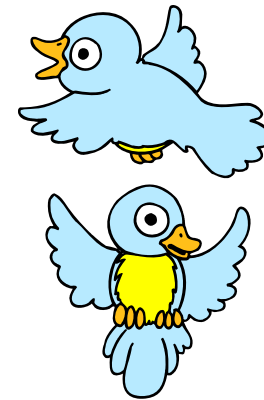
# Communication

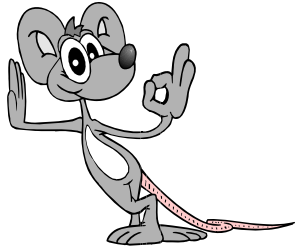
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**The average person spends about 80% of waking hours communicating**

**Your brain contains the keys to effective communication**

**Use them by design rather than by default to enhance your likelihood for success**



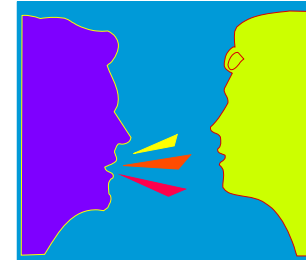


# Formula

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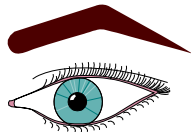
**Studies have shown the way in which the message content is conveyed in face-to-face communications**

- ✓ **Verbal: 7% to 10%**
- ✓ **Nonverbal:**



**Voice tonality – 15% to 38%**

**Body language – 55% to 75%**



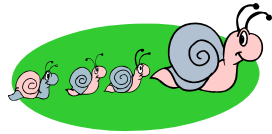
# Sensory Systems

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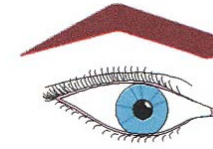
**Human beings relate with each other and the world through the sensory systems**

- **Visual - what you take in through sight**
- **Auditory - what you take in through sound**
- **Kinesthetic - what you take in through smell, taste, touch, and position sense**



# Use of the Senses

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**Unimpaired you can use all sensory systems – typically you will have a preference although a different system may predominate in a specific situation**

**By pre-kindergarten age, sensory-preferent behaviors can be identified in most children**

**Visual:           *Look at me!***

**Auditory:       *Listen to me!***

**Kinesthetic:   *Rub my back!***





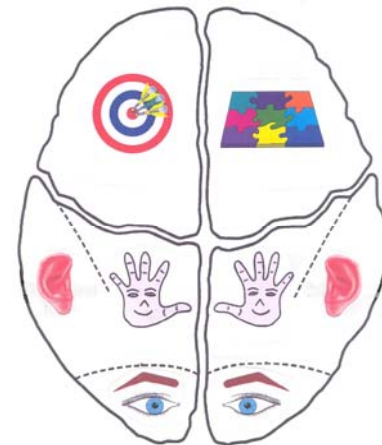
# Sensory Preference

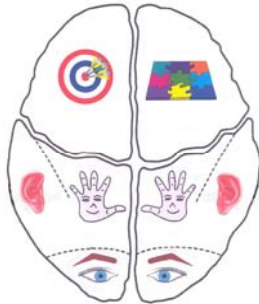
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**Sensory preference may be seen from birth or before in some**

**Kinesthetic babies may suck a finger in utero**

**After birth they often touch anything soft such as the satin border on a blanket, and they may be especially sensitive to the feel of something against their skin or to odors or flavors**



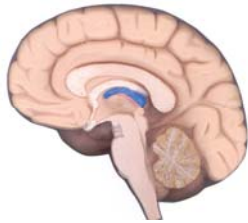


# Preference Impacts

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- ❖ How you absorb sensory data most easily
- ❖ What you miss
- ❖ The way in which you tend to communicate with others
- ❖ How you learn best
- ❖ The types of environments in which you are most comfortable...





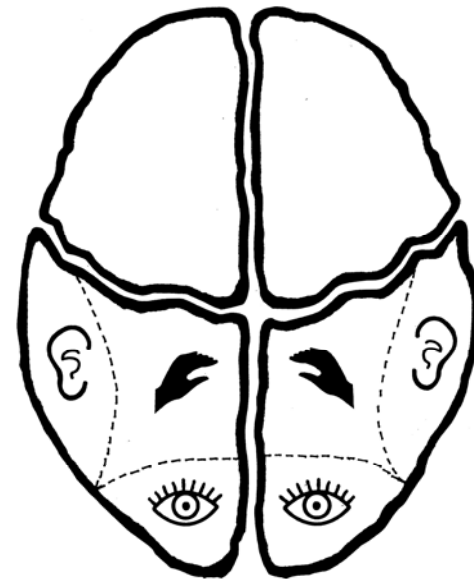
# Brain Centers

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**The brain must decode sensory data before you can make sense of it**

**Decoding centers in the 3<sup>rd</sup> brain layer can receive 10 million bits of sensory data per second**

**Odors are decoded in 2<sup>nd</sup> brain layer**







# Population Estimates

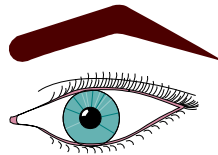
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**20% Auditory –  
more females  
than males**

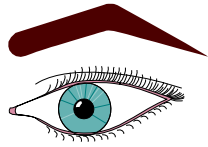


**60% Visual –  
more males  
than females**



**20%  
Kinesthetic –  
equal males  
and females**





# Visual Preference

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**The brain tends to respond more quickly and intensely to visual stimuli (different from an ability to visualize)**



- **May be found as artists / artisans, TV stars, designers, sharp shooters, pilots...**
- **May have a higher-pitched voice, speak rapidly, breathe shallowly or hold their breath at times while thinking**



# Characteristics

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**Tend to use visual words and metaphors (e.g., I see what you mean, picture this, the light just went on, it's crystal clear to me, she talked until she was blue in the face, do you see what I mean?)**



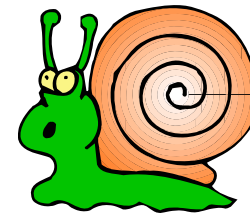
**Often speak quickly and may draw pictures in the air with arms and hands while talking**



# Characteristics, Cont'd

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**Appearance is very important  
e.g., may be bothered by worn,  
mended, or outmoded clothes)**



**Tend to feel affirmed through positive visual  
stimuli (e.g., visually pleasing environments,  
eye contact, coordinated colors...)**

**Often learn most quickly by watching or  
seeing, or through diagrams and/or pictures**



# Auditory Preference

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**The brain tends to respond more quickly and intensely to sound**



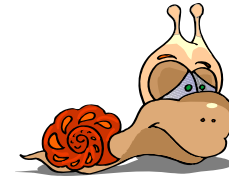
- **Prefer to absorb information through sound or reading – both are decoded in the same temporal portion of the brain**
- **May be found as musicians, counselors, writers, linguists, radio announcers, speech therapists, talk-show hosts, speakers...**



# Characteristics

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**Tend to use auditory words and metaphors (e.g., that sounds okay, it's clear as a bell, keep your ear to the ground, doesn't ring true, as irritating as a dripping faucet, do you hear what I mean?)**



**May cock head to one side when listening / speaking / thinking intently, or cup / touch ears; may exhale deeply and sigh especially when tired, tense, or stressed**



# Characteristics, Cont'd

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**Often sensitive to environmental sounds, clothing that rattle, or chewing food)**

**Tend to feel affirmed through positive auditory stimuli (e.g., conversations, written communication, music...)**



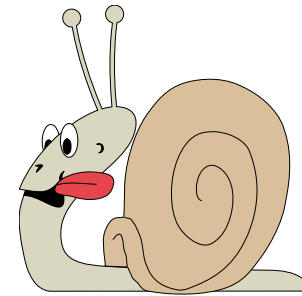
**Often learn most quickly through hearing verbal explanations or by reading**



# Kinesthetic Preference

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**The brain tends to respond more quickly and intensely to odors, tastes, touch, temperature, body position, muscle sense, etc.**



- **May be found as artisans, chefs, gourmets, painters, sculptors, surgeons, massage therapists, physical therapists, energy healers, chiropractors...**





# Characteristics

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**Tend to use kinesthetic words and metaphors (e.g., that's not a good fit, doesn't feel right, my gut says, get in touch with that, let's hammer out a plan, spare me from the jolting headlines!)**



**May have a low-pitched voice, breathe deeply, and speak slowly (e.g., words may flow out like *thick cream*)**

# Characteristics, Cont'd



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**Sensitive to touch, discriminate very quickly between sexual / nonsexual touch, very particular about who touches them**

**Tend to feel affirmed through positive kinesthetic stimuli (e.g., odors, tastes, touch, textures, temperature, massage...)**

**Often learn most quickly by actually touching / doing in a *hands-on* style**



# Applications

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■ Which sensory system was emphasized in your childhood home?

■ Which system is typically emphasized in:

- ✓ Most schools?
- ✓ American / European churches?
- ✓ At your place of employment?



# Sensory Caveats

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- **You tend to relate to others in your sensory preference unless you make a different choice**
- **You tend to feel accepted and loved most quickly when you receive affirmation in your sensory preference**
- **You tend to gravitate toward environments that acknowledge, make provision for, and reward your sensory preference**

# Sensory Assessment

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**An assessment is available on  
Taylor's web site free of charge**



**<http://www.arlenetaylor.org/pdf/SensoryPreferenceAssessment.pdf>**




**You may download copies for use with your family and friends – as long as you use it exactly as it is (e.g., do not alter it in any way) and do not sell it**



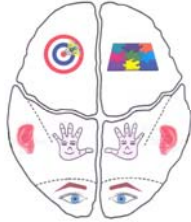
# Your Highest Score

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Usually represents your sensory preference

<p><b>Auditory Score</b> _____/21</p> 	<p><b>Visual Score</b> _____/21</p> 	<p><b>Kinesthetic Score</b> _____/21</p> 
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**If your scores are tied, evaluate your history!**



# Were you:

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- **Shamed for your preference?**
- **Had little opportunity to use it?**
- **Neglected or abused in your preference**
  - ✓ **K: held down and tickled, hair pulled, spanked frequently, bad smells?**
  - ✓ **A: yelled at or silent treatment?**
  - ✓ **V: unattractive clothing/surroundings?**



# Practical Applications

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**Sensory system summaries are available on Taylor's web site:**



**<http://www.arlenetaylor.org/pas/sensorypref/index.htm>**

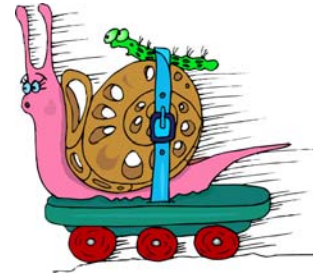
<ul style="list-style-type: none"><li>✓ <b>Careers</b></li><li>✓ <b>M-F Differences</b></li><li>✓ <b>Meal Preparation</b></li><li>✓ <b>Music</b></li></ul>	<ul style="list-style-type: none"><li>✓ <b>Romance</b></li><li>✓ <b>Skills</b></li><li>✓ <b>Synesthesia</b></li><li>✓ <b>Vision Style</b></li></ul>
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# Knowledge is Power

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- Use this information as a tool to communicate more effectively
- Think “sensory preference differences” when communication isn’t flowing easily
- Affirm those with whom you live, work, or regularly connect in their sensory preference



**You may be amazed at the results!**