



# THE PACESETTER WAY

## Leadership Team Insights

*Be a Communication Master*

Brought to you this week by Dawne Knerr, Credit Analyst

*Say what you mean by being clear with direct requests. Write and speak in a way that your audience can understand. Make sure you address issues only with those who have the ability to help you solve them. Use "I" statements not "we." Only speak on behalf of yourself.*

People learn predominantly in one of three ways. Visually by seeing, auditorially by hearing, or kinesthetically by doing. Most people have learning capabilities in all areas; however, one style typically is stronger and more effective for the individual. The world's population is approximately 70% visual learners, 25% auditory learners and 5% kinesthetic learners, and it is pretty common for almost all groups to reflect a similar breakdown. Our Accounting/Finance Group consists of 88% visual learners and 13% auditory learners, so we are even more dominantly visual than the world at large.

Our world caters to visual learners because they are the majority. Auditory and kinesthetic learners may need to be more adaptable than visual learners but they can be just as successful. Being totally dominate in one learning style can be considered a handicap if you are trying to communicate with people of other styles. We all must challenge ourselves to adapt to our audience's learning style. If we don't know our audience's learning style, present information using all three mediums (visual, auditory and kinesthetic) until you figure out which style works best for your team. You might need to continue to present information that way to reach all three learning style groups within your team. You may find that your environment may alter the learning style that works best for you (i.e. you are visual but you work in a mainly auditory environment). This may be especially true if you have high scores in two styles. Count yourself lucky and adapt to your surrounding!

How do you know what someone else's learning style is? If you read between the lines, listen and observe, your teammate will tell you what their learning style is.

Do they say any of the following? If so, they are likely visual learners.

- a. "See what I am saying?"
- b. "Let's look at it differently."
- c. "I can't quite picture it."
- d. "Let's draw a diagram."
- e. "I need a different perspective."

If they say any of these, they are likely auditory.

- a. "That sounds about right."
- b. "That rings a bell."
- c. "It's coming through loud and clear."
- d. "That is music to my ears."

If your teammate says some of the following examples, they are likely kinesthetic.

- a. "That feels right to me."
- b. "I can't get a grip on this."
- c. "That doesn't sit right with me."
- d. "Get in touch with me."

How you learn correlates with memory. If you are a visual learner but your teammates share a lot of information verbally, take bullet notes to trigger your memory. If you are an auditory learner, read the information you need to remember out loud or quietly to yourself. If you are a kinesthetic learner, go through the steps to recreate what was communicated to you.

To best communicate with someone who learns differently than yourself, try to adapt and speak their language. If your child is not an auditory learner, you may get better results writing down the chores they need to complete instead of telling them. Use phrases that speak to the type of learner they are. Show the visual learner what they need to know. Verbally communicate what the auditory learner needs to know, and allow the kinesthetic learner to actually do what needs to be learned....walk them through it.

Want to discover your learning style? Let one of us know and we will happily provide a copy of the questionnaire to take yourself....it just might be revealing, resonating and/or grasping!

*Check back next week for more Leadership Team Insights and be sure to comment on our website about all you are doing to live out these fundamentals!*

