

**“eyeTalk™**  
is captivatingly  
compelling, irresistibly  
attracting and a brilliantly  
original way to communicate. I  
love this novel technique, its originator  
and, most importantly, its results.”  
-Mark Victor Hansen, Co-creator, #1 New York  
Times best-selling series *Chicken Soup for the Soul*.

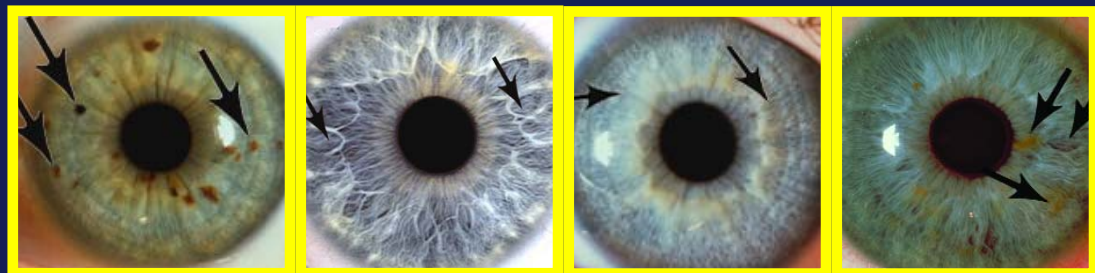
# eyeTalk™

**Bridging from**  
**Communication**  **Connection**  
**to**













**John Meluso, Jr.**

Imagine this. Someone you've never met before looks you in the eye and gives you an amazingly accurate description of your personality, your talents and abilities, your preferred learning style, and your communication style, including your relationships with friends and loved ones. And then, before you can recover from your astonishment, offers to teach you the skill involved. Would you be intrigued?



What if the patterns in the eyes gave us more information than you could imagine? All of us easily recognize the dramatic diversity of people, appearances; sizes and shapes, languages; sounds and gestures, cultures, religions, foods, ideologies and methodologies in our global 'village.' Could information about our eye patterns help in understanding ourselves, and those around us? The answer is yes. By understanding ourselves, and understanding others, we can move away from separation and miscommunication toward communication and beyond to connection. With the **eyeTalk™**, we may accurately understand ourselves those in our lives, and begin to connect.

Using the revolutionary, new methods for connection with **eyeTalk™** expands and stimulates:

-  More profitable business relationships
-  Dynamic efficient and effective teams
-  Enhanced employer/employee relations
-  Happier, more tenaciously loyal clients
-  Lessening of gender, racial and religious prejudice
-  Increased inner and outer peace, individually and collectively
-  Enriched, loving, harmonious marriages and other relationships
-  Graceful, easier parent/child relationships
-  Personalized education systems for children, parents and teachers
-  Continuous performance enhancement

It is time to look at the eyes as the windows to the soul. Viewing the soul through the eyes, with the understanding of the **eyeTalk™** is a key to the door of solving our individual and global challenges. Are you ready for a new view and to understand what you see?

**You know the answer eYes! (eyes)**

It is time to appreciate each other. As Voltaire said, "Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well." Appreciation begins with observation and continues with emulation. Learning from another, and following their example, is the highest form of compliment.

One exciting new way of appreciating others is by observing the four different and distinct eye patterns found in the iris of everyone's eyes. After 30 years of research and practice in communication, I found that each of us has a unique eye pattern, and that each pattern reflects a different, hidden language. These languages – named Visual, Auditory, Kinesthetic and Haptic - influence our preferences in learning and our natural communication style. Each of the four communication styles is as dramatically different as the patterns in the eye.

Understanding and using the concepts in this book promises a balance between work and play, self and others, thinking and feeling, sensitivity and excitement, reflection and expression, logic and intuition. Equally important, it lays the foundations for learning to communicate more fully and effectively with people who have preferences different from your own. Communication is both an art and a science. Using **eyeTalk™**'s powerful tools, you'll experience true artistry and discover real magic!

*Enjoy the connection!*

*Absolutely the Best,*

*John Meluso*

John Meluso, author of the exciting new book, **eyeTalk™** - *Bridging From Communication to Connection*, is a member of the National Speakers Association appearing in the *Who's Who Directory of Professional Speakers* each year since 1994. Extremely popular with audiences around the globe, he supplies information and provides new skills that are enlivening, simple, captivating, concrete, and tremendously enjoyable!

John offers practical pathways to help you begin to build bridges across the communication canyons that may exist in your life. These canyons of miscommunication exist with our children, in our schools, with our mates, with our families, in our cities, in our businesses, in our countries, and in our worlds. Discover new ways to profit by understanding your own and other peoples' communication patterns and how you can relate more effectively to communication styles that are different from your own.

**John Meluso**  
**Doc eyeTALK**



[www.meluso.com](http://www.meluso.com)

**Doc eyeTALK™** is a trade name and does not indicate a degree of PHD or an MD. However, **Doc eyeTALK™**'s skills do build wonderful bridges across communication canyons and resolves many things.



## **Bridging From Communication to Connection**

*..hurled into being as the bridge over that yawning need, the mediator betwixt two else unmarriageable facts. His two parents held each of one of the wants, and the union of foreign constitutions in him enables him to do gladly and gracefully what the assembled human race could not have sufficed to do. He knows his materials; he applies himself to his work; he cannot read, or think, or look, but he unites the hitherto separated strands into a perfect cord.*

- Ralph Waldo Emerson, in an oration delivered before the Society of the Adelpi in Waterville College, Maine, August 11, 1841



*eye***Talk™**

**Bridging From Communication to Connection**

by John Meluso, Jr.

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To Denny Johnson, author of *What the Eye Reveals*. Without his insight and dedication to improving our human condition, this book would not have been possible. May the future recognize him, as I do, as the Carl Jung of our century.

To Michael Grinder, brother of John Grinder, co-developer of Neuro Linguistic Programming. Michael's eloquence with NLP and his application of NLP in education, is priceless. May Michael's practical wisdom, as profound as his mentor's, Carl Rogers, reach as many people as Dr. Rogers has.

And, to all of my family; those people with whom I have shared one heart, my friends, who dwell in my heart and the rest of you, my family I have yet to meet.

## Other Publications by John Meluso

**eyeTalk™**, *Bridging from Communication to Connection* CD ROM with hours of compressed video for viewing on your computer, as well as color photos and internet hyperlinks to deepen understanding of **eyeTalk™**. ISBN 0-9712412-2-8 \$29.95 for PC

*The Next Step for Positive Living*, by Dr. Joseph Bernard and John Meluso, Jr.  
ISBN 0-9633363-2-0

## Other titles of interest

*Eye Opening*, **eyeTalk™**, by Karen Kirby, coming soon!

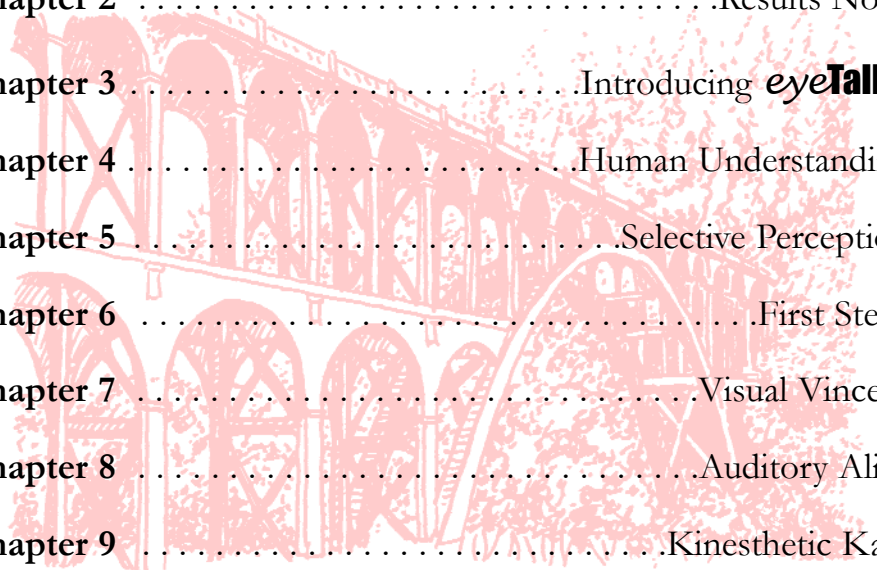
*What the Eye Reveals*, by Denny Johnson. ISBN 0-917197-04-6

*Righting the Educational Conveyor Belt*, by Michael Grinder  
ISBN 1-55552-036-7

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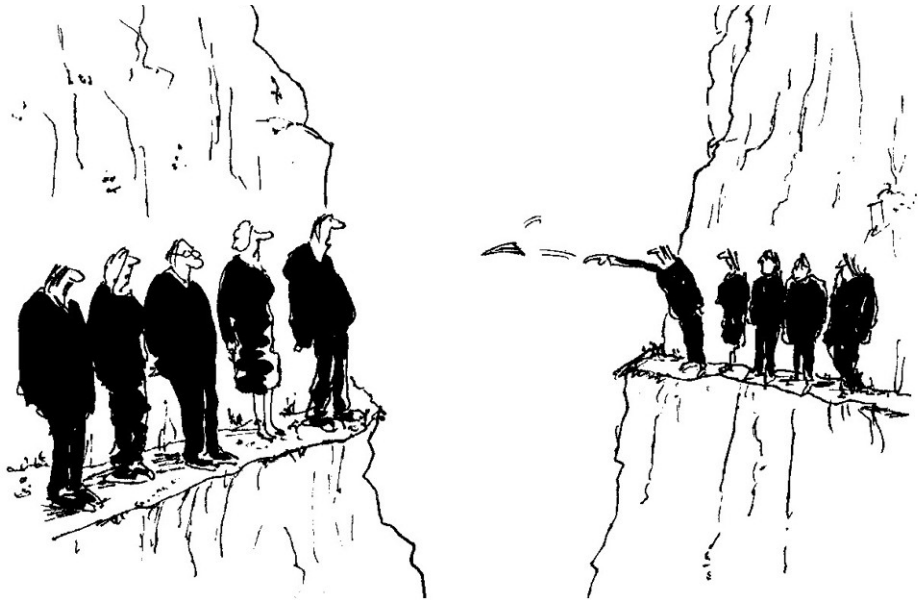


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# Introduction



**Couldn't we communicate better if we built a bridge?**



An old man, going on a lone highway,  
Came at the evening, cold and gray,  
To chasm, vast and deep and wide,  
Through which was flowing a sullen tide.  
The old man crossed in the twilight dim;  
The sullen stream had no fears for him;  
But he turned when safe on the other side  
And built a bridge to span the tide.  
“Old man,” said a fellow pilgrim near,  
“You are wasting strength with building here;  
Your journey will end with the ending day;  
You never again must pass this way;  
You have crossed the chasm, deep and wide --  
Why build you a bridge at the eventide?”  
The builder lifted his old gray head:  
“Good friend, in the path I have come,” he said,  
“There followeth after me today  
A youth whose feet must pass this way.  
This chasm that has been naught to me  
To that fair-haired youth may a pit-fall be,  
He, too, must cross in the twilight dim;  
Good friend, I am building the bridge for him.”

– *Will Allen Dromgoole*

A bridge is an ideal symbol for connecting two distant and different shores and even different behavior/communication styles. Throughout this book you'll see bridges from around the world.

Just as the old bridge builder built a bridge for those who would follow, this book is the bridge I leave for you to connect with others in all areas of your life.

It offers practical pathways to help you begin to build bridges across the communication canyons that may exist in your life. These



canyons of miscommunication exist with our children, in schools, with our mates and families, in our cities, in business, between countries, and in our worlds.

The steps in this book will assist you in discovering ways to profit by understanding peoples' communication patterns and how you can relate more effectively to communication styles that are different from your own. Here are ways for all of us to begin moving beyond communication to connection. Let's use them!

Remember, the benefits of connecting with the communication style of those around you are:

- Practical empathy, making others more comfortable
- Accelerated rapport building
- Tremendous results improvement
- And more fulfillment in all areas of your life!

Using the revolutionary new technology of **eyeTalk™** for connecting with others will give you:

- More profitable business relationships
- Dynamic efficient and effective teams
- Enhanced employer/employee relations
- Happier, more tenaciously loyal clients
- Lessening of gender, racial and religious prejudices
- Increased inner and outer peace, individually and collectively
- Enriched, loving, harmonious marriages and other relationships
- Graceful, easier parent/child relationships
- Personalized education systems for children, parents and teachers
- Continuous performance enhancement

Who doesn't want at least one of those?





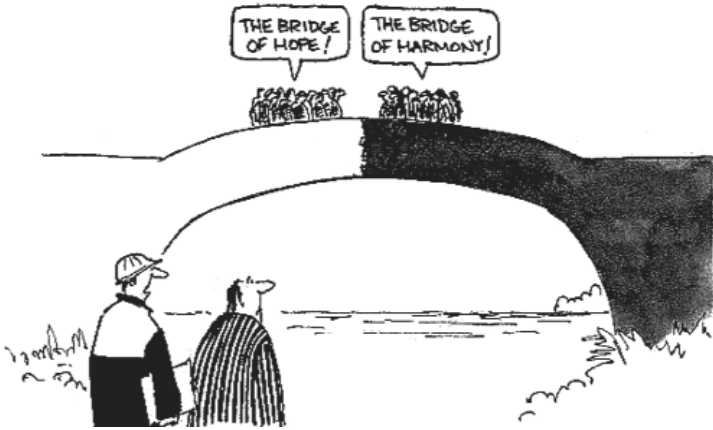
# **Building Relationship**

Communication is the single most important event in the course of human evolution since fire. From petroglyphs in the caves of the ancients to verbal utterances that became language, from story telling to written books, from music and art to television, radio, movies and e-mail — all are simply forms of communication. A connection and transfer of a message from one human to another is the essence of communication. The transmission of knowledge, wisdom, experience, thoughts, intuitions and emotions all demand a link from one mind, one heart, and one spirit to another. Could business, government, religion, education, any sector of society have reached its current level of complexity and effectiveness with anything less than the efficient and broad methods of communication we have today? Highly unlikely.

Without mental telepathy or other connection for sharing thoughts, emotions, experiences and dreams, our individual and collective growth would be seriously curtailed. Some form of interacting is an essential ingredient for the success or failure of all human activity.

Humans actually perceive the world through vision, hearing, touch, smell and taste, and communicate in all those senses. A glance or gesture communicates volumes. A year-old baby's silent touch eloquently communicates the love they feel. We spend billions of dollars on deodorants and perfumes to make sure our olfactory communication is acceptable to other members of society, especially those close to us. We hear unspoken messages in someone's vocal tone or pace. Communication occurs in an infinite variety of expressions in all those sensory channels.

The technology of instant communication all over the world — telephone, radio, television, newspapers, magazines, movies, Express Mail, Priority Mail, Bulk Mail, Overnight Federal Express Mail, fax, e-mail, and libraries of centuries at the touch of a finger on the Internet — inundates us with information and the opportunity to communicate. With this infinite amount of information from the largest variety of communication sources ever available, miscommunication is at a record high.



**“We are hoping for harmony with the name, so we may complete the bridge.”**

*Do you see how silly some of our separations become? I hope so! So often our miscommunications are not just subtle, they sometimes are as simple as labels and judgments that distance us from each other to our mutual detriment.*

Perhaps this is due to the spreading habit of social isolation and indifference to others. Being unsociable has reached epidemic proportions.

Many social, technological, and economic processes contribute to the reduction of daily, ordinary, “real time” face-to-face interactions with other people. With fewer shared social experiences, none of us seems to be learning and expanding the complex verbal and nonverbal language of social interaction. Parents don’t connect with children, employers are isolated from employees, and students have no contact with instructors, especially professors. Hours and hours of daily television and computer use create isolated havens rather than human interaction. The use of video games, CD-ROM games and stories, web surfing, e-mail, and other technological marvels shatter time previously reserved for direct contact with other people for fun, friendship or work. Children prefer playing video games, focused on a television screen, to playing baseball, focused on people. Technology fills us with the latest computer access and connectivity, yet we fail to connect with each other. We replace social time with downloaded information.

Without adequate social skills in our society, we become awkward when interacting with others and have less of an interest in doing so. The subsequent reduction of intimacy and compassion touches us all. Unheard members of society often communicate quite loudly with guns and bombs.

While some may benefit from the anonymity and fascinating access of e-mail, there is a danger of substituting virtual reality for the reality of human connectedness. Do you know people who prefer ‘chat time’ to face-to-face time with their associates? Has Instant Messaging replaced the quick telephone call? Do you believe, as I do, that Internet dating services are for people either frightened of or unskilled at developing relationship?

Other factors certainly add to our communication nightmare:

- Automation is replacing people. From bank ATMs to gas stations, grocery checkout and telephone services, we complete our daily interactions without ever dealing with a human being.
- Fear of crime means little chance for outdoor play. More children are growing up with a single parent or both parents working full time, with few siblings and relatives around. The sadness of not knowing your neighbors, let alone enjoying their company, means we have fewer models from whom to learn interaction skills.
- Our global market place, with increased competition and drive for profits, has changed the American workplace dramatically. Fewer workers, producing more in less time, enhances productivity, raises profits, and eliminates human interaction. In pursuit of profits, “downsizing” becomes a monthly occurrence. These accepted business practices diminish workers’ sense of loyalty. Their loss of self-image, often job-based, creates anxiety and stress that carry over into their private lives.

With overall stress increasing because of these factors, we have become a little like automatons. Have you noticed that there is a growing sense of being busier, working harder, and having less time and energy available for friends, family, hobbies and recreational activities? Have you also noticed that your feeling of connection, family, community, and life has diminished?

Is it time for a change in our relationships? If so, how will we change them?

I believe we begin to change our relationship by changing our communication and interaction styles. With the infinite variety of ways to communicate, we must truly begin to understand our “best style,” or our “preferred style” of interaction and communication. We must also begin to understand the styles of others, so we can consciously and efficiently communicate with those around us.

Our first efforts of communicating beyond Planet Earth were radio waves to the cosmos in all of Earth’s known languages. Did we ask, “How do you communicate?” Did we care? We just expected “them” to respond to us.

Unfortunately, we’ve been duplicating this egocentric communication pattern for too long. This style of communication shows no concern for those we are speaking to. In the early 1950s when Americans began to travel to Europe more frequently, we quickly garnered the label of “Ugly Americans” after the title of William Lederer’s novel. This label actually spoke less to our physical appearance than our linguistic style. These “Ugly Americans” would travel around the world and expect every other culture to speak English and to have menus in English. Many Americans were disappointed when foreign food or customs did not match their American tastes and habits. Instead of trying to adapt, they complained.

It’s time (way past time, actually) to change that attitude. To change the attitude of “us versus them,” we must appreciate each

other's values and seek to learn from each other. Learning not only the 'what' of someone's behavior, but also when and how to use their specific behavior in our own lives, could not only improve our relationship, it could also make our own lives easier.

Does using an emotional, sensitive behavior when balancing my checkbook make any sense when it means spending several hours trying to find a one-cent difference? Is that efficient or cost effective? Wouldn't your spouse's logical, analytical style be more valuable?

Does an analytical, logical style have any place in the whirlwind of love and romance? Being swept away is an integral aspect of being in love. Does this emotional whirlwind sometimes get in the way of lasting relationship? I know many people who value relationship and love so much that they pay no attention to the facts about the people in the relationship. Maybe some analysis and logic have a place in romance, after all.

Analysis isn't good for everything, though. I would hope that when holding a baby, you would avoid thoughts of "Am I doing it right?" and simply enjoy and sense the miracle of life.

The key to maximum enjoyment in all your relationships and maximum success in your communication efforts is found by creating balance. By learning to appreciate each style, and learning how to borrow its strengths, you can meet every occasion with an appropriate, effective response. Before we can attain balance, however, we need to look at where we might be unbalanced, and to see how that lack of balance causes misunderstanding and poor communication.



For all of us, results are paramount in our minds. Whether our goals are material — like a sale, a new car, a home or a child — or less tangible — like more happiness, more harmony or more simplicity — we are always simply accomplishing results. Sometimes that accomplishment requires new learning and understanding. Interestingly, once you learn and practice these tools in one area of your life, you can use the same skills quite effectively in other areas.

The skill you're about to learn to help you achieve the relationship results you truly want is simply the skill of communication. But this book looks at communication in a new way - outward rather than inward, from the other person's point of view and communication style rather than our own.

Most people have spent their lives living by the Golden Rule — treating others as they themselves wished to be treated, communicating with others the way they themselves like to communicate. This system of ethics has been a motto for many wholesome, well-wishing people. The idea has been influential among people of very different cultures. Jesus, Hillel, and Confucius used it to summarize their ethical teachings. From the Buddhist “Hurt not others in ways that you would find hurtful,” to the Islamic “No one of you is a believer until he desires for his brother that which he desires for himself,” the idea that treating others with the same level of respect we wish to receive has permeated religious teaching.

Around the world and throughout time, this concept has been a common thread for humane interactions and building of true community. And it was a good rule for centuries. As the world becomes increasingly a single interacting global community, however, we need to reconsider the wording of our Golden Rule. In fact, with the diversity of cultures we interact with every day, it is important to expand the Golden Rule to reflect the words of George Bernard Shaw in 1903:

“Do not do unto others as you would that they should do unto



you. Their tastes may not be the same.”

We have not changed the intent of the original Golden Rule, just the words — to more accurately reflect the needs of individuality. The new Golden Rule (usually called the Platinum Rule<sup>1</sup>) still requires self-awareness, but also other-awareness. What if the person I’m interacting with has different standards, cultural needs, and wishes? What if he or she has a different understanding of what constitutes polite or nurturing behavior?

The Platinum Rule<sup>TM</sup> takes away the old assumption that all other people would like to be treated the way that you would like to be treated. The original Golden Rule certainly no longer applies in communication. Let’s say my only language is English and I’m in China, surrounded by people who speak only Chinese. If I treat others the way that I want to be treated, I will speak only English, and I will have little success in communication. Wouldn’t it make more sense to treat the natives the way they want to be treated? Chinese people prefer speaking Chinese, and certainly appreciate an attempt at speaking their native tongue. As do all cultures.

We live in a global community; we all must learn to communicate more fully for our mutual survival. The need for understanding is at an all-time high, and it begins with communication. Now is the time to expand our understanding of communication styles. With the infinite variety of ways to communicate, we must begin to understand our “best style” or preferred style of communication. Furthermore, we must learn the styles of others to consciously and efficiently communicate with those around us.

While I was traveling in Europe, one incident dramatically demonstrated communication preferences to me. I speak some German and regularly conversed with natives while in Germany. We spoke a combination of English and German, as their English was better than my

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<sup>1</sup> “The Platinum Rule<sup>TM</sup>,” in which Dr. Alessandra identifies the Director, Socializer, Relater, and Thinker.

German. They were gracious, and we had long, engaging conversations.

One evening, an American abruptly blurted out to my German friend, “Do you speak English?”

My friend felt that this interruption was impolite and answered, “Ich kann Sie nicht verstehen!” (I can’t understand you.) Because that particular American chose not to try to speak his language, he would not speak English in reply, though he spoke our language impeccably. Even with his unwillingness to speak to the person, however, he used the respectful form of “you” rather than the more familiar “du.”

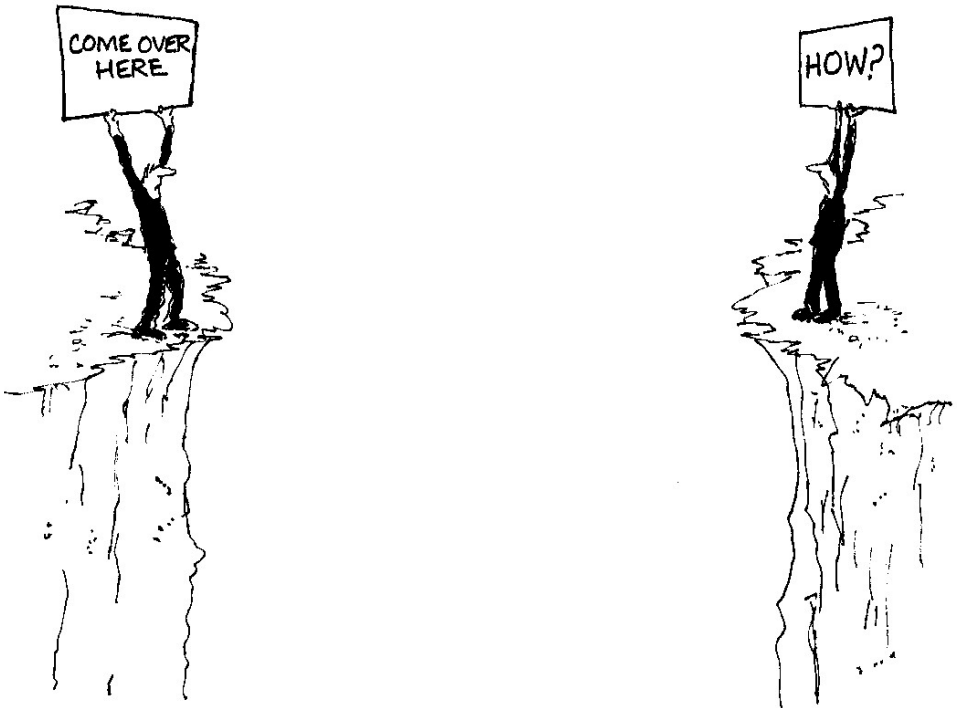
When teaching English lessons in Holland, the instructors first say the Dutch word, then the English word, then the American pronunciation. Europeans know that to truly learn about another culture, it’s important to learn their language and even their dialects. Europeans understand the Platinum Rule™: “Treat others the way they want to be treated” is especially important in communication. It respects and honors the feelings of others. Interacting with others shifts from “I want this, so I’ll give everyone else the same thing,” to “I’ll find out what others want and then I’ll give it to them.” That creates rapport and appreciation.

Creating rapport is important in sales, management, personal relationships and everyday life. After all, no matter what the product or need, a salesperson would have little success selling in a language other than the client’s. How many buyers would have a dim view of the salesperson who assumes their product is the only right one for the buyer, and approaches the sale without considering the buyer’s needs? People do have different needs, wants, and ways of doing things. We should look at each buyer individually and serve their needs rather than forcing the one-size-fits-all approach. This idea is equally valuable between employers and employees, members of a team, teachers and students, parents and children, or husbands and wives.

How often have we heard something we simply wish to hear that is not really said at all? How many times have our feelings been hurt

even with loving words? How often do we create separations with the wrong glance or the wrong tone at the most inauspicious time? This absence of complete alignment creates more discord in our relationships than you can imagine. For the most part, we accomplish disharmony so subtly, almost invisibly, simply because of an absence of understanding the other person.

Dr. Stephen Covey, author of “The Seven Habits of Highly Effective People,” said that, of the seven habits, Americans have the most problems with #5: “Seek first to understand, then seek to be understood.”



The author of the St. Francis prayer also understood this when he said, “Grant that I may seek not so much to be understood, as to understand.”

How can we understand each other more? Believe it or not, greater understanding can begin with something as simple as looking into one another’s eyes.





3

Introducing

*eye***Talk**<sup>TM</sup>

Imagine that someone you've never met before looks you in the eye and immediately gives you an accurate description of your personality, your talents and abilities, your preferred learning style, your communication style, and your relationships with friends and loved ones. And then, before you can recover from your astonishment, he offers to teach you the technique he used. Would you be intrigued?

After 30 years of research and practice in communication, I've learned that each of us has a different learning/communication style and speaks a different, hidden language. These languages are called Visual, Auditory, Kinesthetic, and Haptic, and a person's language preference can actually be seen in their eyes. To help explain this phenomenon, I developed the Advanced Communication Index™ (ACI™). ACI™ helps us see the four unique patterns contained in the iris of everyone's eyes. Each of these four patterns also has four different and distinct dialects of the language that is natural to them. Noticing eye patterns allows us to come to a deeper understanding and acceptance of others and ourselves.

In 1982, Denny Johnson wrote a revolutionary book, "What the Eye Reveals," in which he outlines a psychological profile based on patterns in the iris of the eye. This profile, known as the Rayid Model, has been proclaimed by researchers as 97% accurate. It lends credence to the age-old saying, "the eyes are the windows to the soul." ACI™ uses the Rayid Model as a foundation.

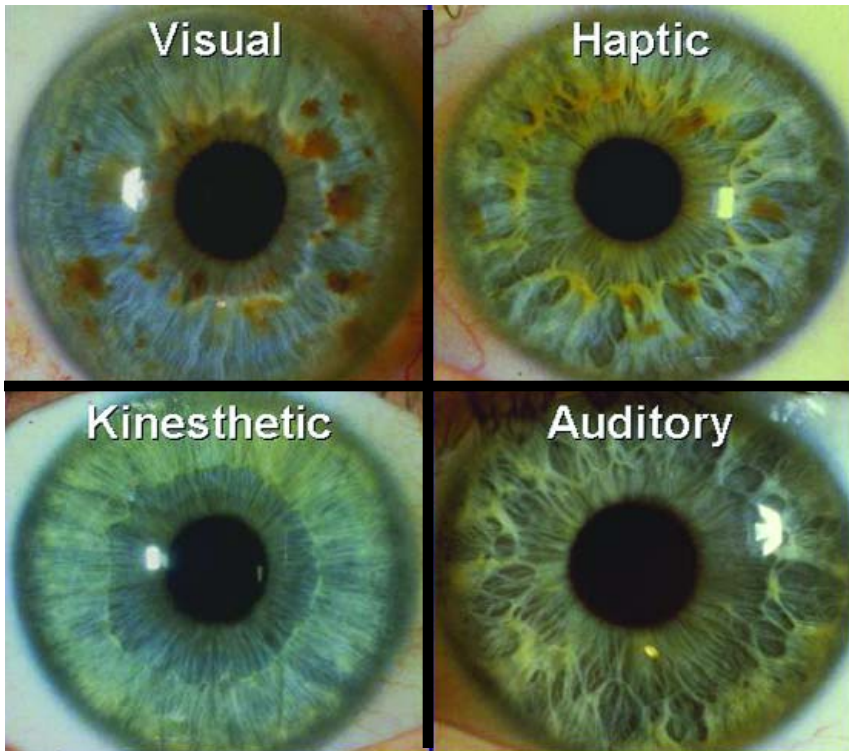
Dr. Hester Lewis, Harvard Medical School, School of Psychiatry, lauds the Rayid Model:

*The future will prove Rayid a leader in counseling techniques. Using it along with what we know about human behavior, we can more wholly problem-solve and integrate questions on educational, career and marital choices and how to change personal, familial or parental attitudes and behavior.*

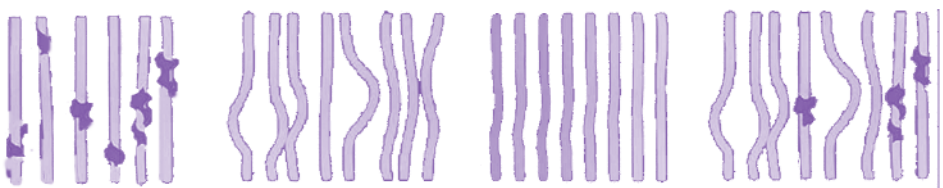
Eye patterns indicate a hidden language. When you think of your eye pattern/learning/language style as a language, it's obvious that

each different eye pattern could have a different language. Many people wonder whether eye patterns change when behaviors change, but the configurations in your eye formed before you were seven years old and will remain the same. Your “natural” language can be enhanced with others, but won’t change.

With some close observations of the iris of the eye, you will understand your own hidden language and the hidden language of those around you. What do your eyes say? Let’s look at some eyes closely.



What remarkable patterns! You may notice the patterns more clearly in the following diagram.



Amazingly, each pattern exposes some common behaviors. Spots or flecks indicate the Visual style of person, rounded openings indicate the Auditory style, straight lines indicate the Kinesthetic style, and combinations of all three patterns indicate the Haptic style.

The eyes are a visual aid for understanding these styles, and as we learn about these styles in later chapters, we'll see patterns of behavior that exist in the body, the tone of voice, the way of living in the world. As with all patterns, they are only indicators of quality of life and relationship, and these patterns only determine behavior with an absence of awareness. With conscious awareness, any pattern may be changed.

All eyes are unique and often as opposite in appearance as in behavior. Let's look at some of these patterns more closely.

In Chapter 7, we will learn more about being Visual. The Visual style develops a sensory acuity that allows for magnificent analysis and visualization. Visuals can program personal computers and flights to the moon, and develop solutions to the most complex human dilemmas of personal and societal health. While Visual people enjoy natural credibility, they often have difficulty establishing rapport in their relationships. All people with dot-like pigments in the iris of their eyes naturally communicate/learn visually and demonstrate the characteristics summarized next to the eye above. We will learn to recognize Visual people, to understand their preferences, and to speak their hidden language.

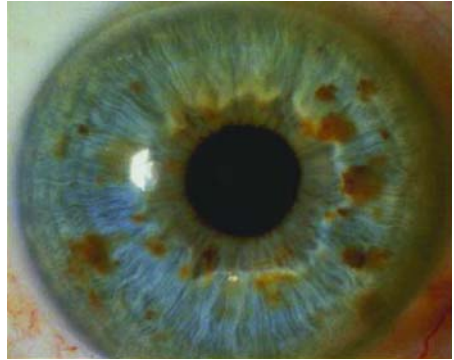
In Chapter 8, we will learn about being Auditory, how to recognize Auditories even beyond their eye pattern, and how best to connect with this style. Auditory gifts include the ability to build relationships easily and refined skills of human interaction that can build family and team cohesion. The Auditory style appreciates emotions like love and peace, and calmly survives the desolation of grief and sadness. With its feeling state, this style allows for spontaneous expression and fosters vigorous change. These folks sow the seeds for growth and, with individual growth, our world grows.



## *The Visual Language Style*

### *Mental Type*

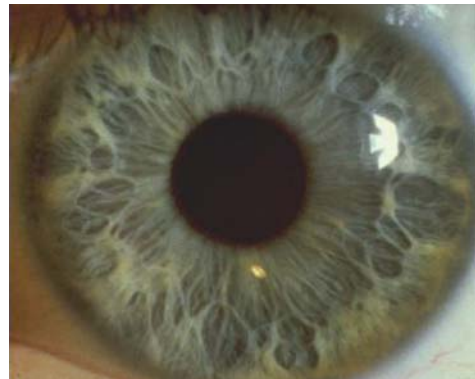
- Dot-like
- Processes through Eyes
- Fact-oriented
- Uses Analytical Thinking
- Often Opinionated
- Favorite Verbs: I see,  
I think
- Excels at Detail, Credibility, Clarity



## *The Auditory Language Style*

### *Feeling Type*

- Flower-petal openings
- Relationship Oriented
- Favorite Pronoun: “You”
- Favorite Verbs: I feel,  
I hear
- Excels at: Joy, Vision,  
Sociability, Rapport

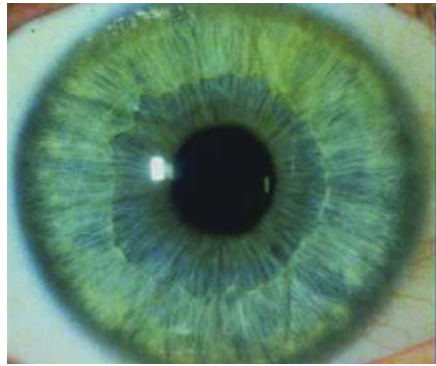


The Kinesthetic style's strengths are sensitivity and subtlety. Kinesthetics are highly attuned to the importance of honor and respect, and know that the minutest of details is crucial for an impeccable life. Touch is very important to Kinesthetics. Because of their sensitivity, Kinesthetics often find the world harsh. The Kinesthetic eye pattern shows wispy, straight lines. We will learn to understand them more fully in Chapter 9.

## ***The Kinesthetic Language Style***

### **Physical Type**

- **Straight lines/streaks, no dots or openings**
- **Senses with Whole Body**
- **Empathetic, Balanced**
- **Favorite Pronoun: "We"**
- **Uses verbs: I'm touched**
- **Excels at: Stillness, Connection, Mediation, Amiability, Balance & Service**

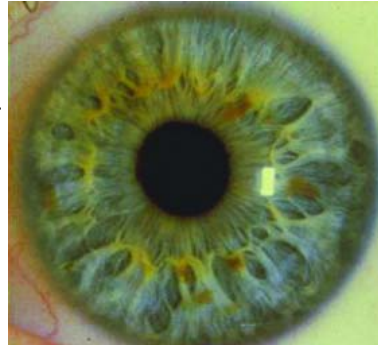


In Chapter 10, we will learn about the stimulation and perspective of the Haptic personality – the dynamics and excitement of a three-ring circus and a barrel of monkeys all rolled into one. The Haptic talents of speed, perspective, synthesis, and integration lead us to a vitality and joy not experienced by everyone. Sometimes Haptics appear scattered and frantic, but it's just their way: they combine the traits of all three of the other personalities, and process information using Visual, Auditory and Kinesthetic methods. Their eyes also demonstrate this combination of personalities, exhibiting traits of all the other three types. Haptic eyes are identified by the presence of all three patterns: dots, petal-like openings, and straight lines.

# ***The Haptic Language Style***

## **Movement Type**

- Dots And Openings
- Dynamic Change, Transitioning
- Risk-Oriented, Driven, Zealous
- Motivated by Originality, Achievement
- Entrepreneurial
- Favorite Pronoun: “They”
- Uses verbs: Think, Feel and Act
- Moves Quickly
- Excels at Vitality, Joy, Activity, Achievement, Change



You may find it helpful to consider the languages of the ACI™ as gears of a car. The first cars had a manual transmission and three gears. First gear is best for starting off. Second gear moves between first and second and is a transition gear. It relates to both first and third gear and moves between each of them. Third gear is the smoothest, but doesn't do well with starting and stopping. It's the freeway gear and is best when running at higher speeds. Third gear allows only subtle changes and is the most efficient when running at high speeds.

The Visual language style is like first gear in a car. Through observation, Visual people plan and observe situations for the best outcome. They might not go fast, but they are great starting out. Staying in first gear all the time, our cars would operate less efficiently and wear out sooner. The same is true for Visual people.

The Auditory language style is like second gear. It can be used for starting out, but only with difficulty. In second gear the car can go pretty fast, and it always keeps the motor going very fast. The second gear is noted for change. Once it gets going, second gear is flexible,

allowing increases and decreases in speed. It is often noisier, and is the gear that requires the most shifting. Second gear is in relationship with lots of things. Everything that is around it affects it. It is in relationship with first gear, third gear, the motor, the clutch, traffic conditions, and the style of the driver.

Kinesthetic people could be considered third gear. The Kinesthetic runs best with smooth operation; subtle shifts in speed feel best to them. The same is true for third gear. To start off in a car with third gear is next to impossible. Likewise, because of their subtle nature, Kinesthetic people do much better at minor changes than at starting or stopping.

Haptic people could easily be described as the clutch, moving effortlessly from gear to gear, allowing all the styles to be used depending on the situation. The clutch is nothing without the gears, and the gears would operate less efficiently without a clutch.

In addition to a person's primary language preference, the patterns in eyes can reveal dialect preferences. These dialects include right- and left-brain dominance and internal/external ways of processing information.

All the eyes we've seen are different, with unique patterns of rounded openings, flecks, and lines. In the Rayid Model, Denny Johnson identified 46 characteristics that indicate a particular psychological profile! This road map of the eyes has proven to be remarkably accurate. For more information about each of the 46 characteristics, consult Johnson's "What the Eye Reveals."

It's highly likely that the number of characteristics are more numerous in one of your eyes than the other. In Chapter 11, you'll begin to understand how right- and left-brain preferences can be identified by simply seeing more qualities in one eye or the other. The eyes connect with the opposite hemisphere of the brain for its input and processing – left eye with right brain, right eye with left brain. The eye with more characteristics is the dominant eye and indicates the domi-

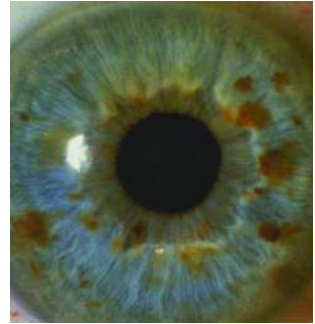
nant hemisphere of the brain.

You will learn that the left side of the brain governs rules of conduct in society and everyday tasks like walking, eating, working, and dancing. Left-brain gifts include reason, logic, thought and rationality, and practical problem solution. If you see more spots or flecks in a person's right eye, that person is most likely left-brain dominant.

## ***Left Brain Sequential Dialect***

**More spots in right eye means:**

- **Left-Brain Preferences**
- **Leans toward father role model**
- **Self- and achievement-oriented, materialistic**
- **Masculine energy, sequential, logical, practical, factual**
- **Interlaces fingers left thumb on top**
- **Sleeps on right side, partner to left**
- **Stands on right leg most, crosses legs and arms with right ones on top**

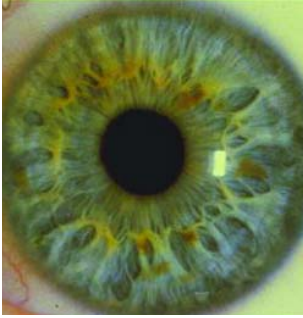


**How many spots do you count?**

Right-brain activities contribute to a creative portrait of life. The brush strokes of the right brain are informal, spatial and less structured. The palette of the right brain colors our lives with dreams, hunches, desires, insight and intuition. The right brain communicates using symbols and demands understanding of the symbolism from others. You can tell a person is right-brained when they have more patterns in their left eye.

## *Right Brain Spatial Dialect*

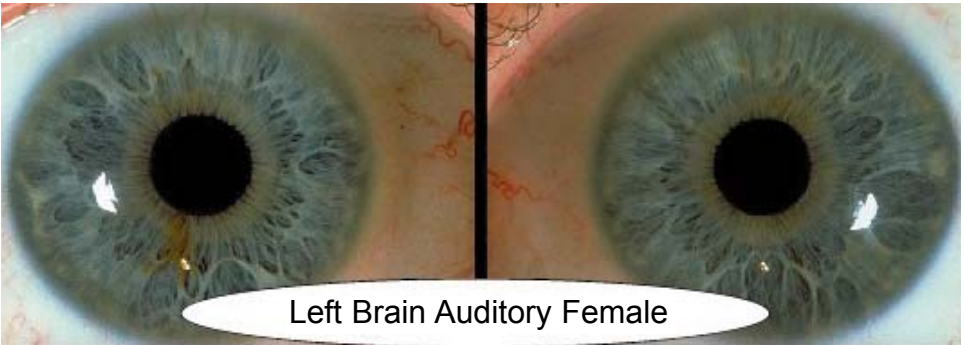
More spots in left eye means:



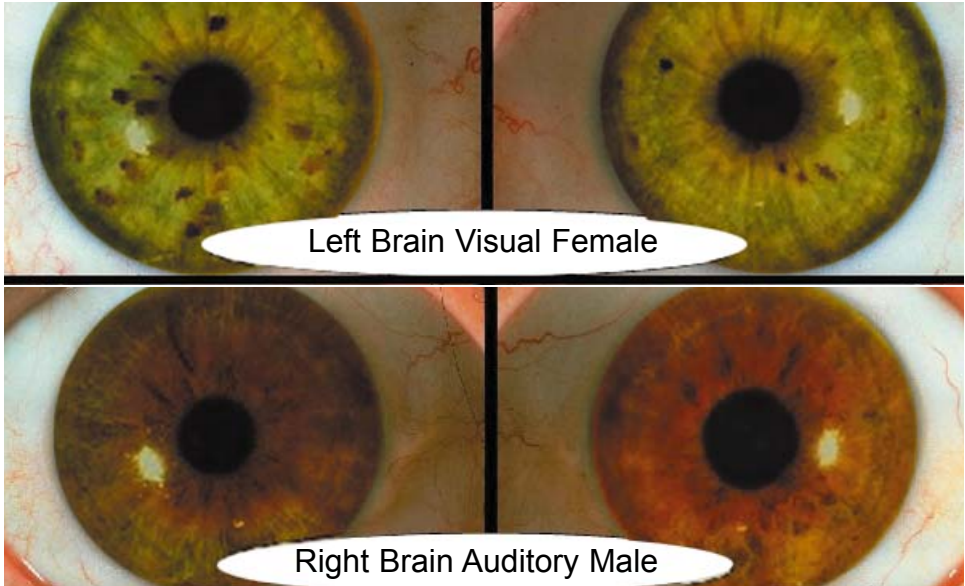
- Right-Brain Preferences
- Leans toward mother role model
- Group-oriented, sociable, conceptual
- Feminine energy, spatial, creative, imaginative, intuitive
- Interlaces fingers right thumb on top
- Sleeps on left side, partner to right
- Stands on left leg most, crosses legs and arms with right ones on top

How many characteristics in this eye?

Here are some patterns of couples demonstrating that opposites really do attract each other.





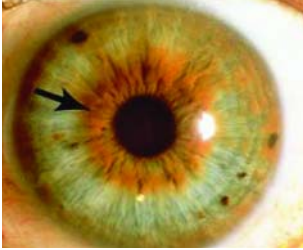


Chapter 12 in this book tells about being Internal (reflective) and External (expressive). Internal behavior allows us to reflect on the past and dream the future now. The Internals' reflective dialect supports an inner connection with their spiritual side, offers safe haven for the distressed and, with the development of wisdom, stimulates hope for humanity. You can identify an Internal by the darker color in the internal portion of the eye.

External people have a gift of expression that allows for expanded communication, action and connection with others. External people, with perspiration, can bring inspiration to realization. External eyes have a ring of color toward the outside of the eye, and an absence of color near the pupil.

These patterns of External and Internal are much more complex than the idea of introverted and extroverted, and, when we truly understand the behaviors of Internal and External, we can more accurately understand social interactions. Chapter 12 goes into more detail about Internals and Externals.

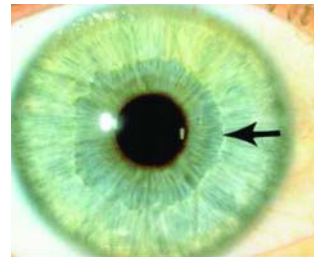
## ***Internal (Reflective) Dialect***



- Concentrated band of color encircling the pupil
- Breathes mostly through the nose
- Builds and stores internal energy, often building up & then exploding
- Sensitive, congenial, tolerant, insightful, conceptual nature
- Quiet and observant nature decreases communication, increases sensitivity and wisdom
- Talents: Stability, Empathy, Integration and Interpretation
- Areas to Strengthen: Self-Expression, Truthfulness & Decisiveness

## ***External Expressive Dialect***

- A ring pulled away from the pupil, an outside ring that is easy to see, & absence of color near the pupil
- Breathes mostly through the mouth
- Expert at releasing energy & generating peripheral activity, often going & going then collapsing completely
- Fortright, practical, social nature
- Expressive and incessant communication decreases sensitivity, increases honesty & directness
- Talents: Achievement, Coordination, Manifestation
- Areas to strengthen: Stillness, respectfulness, Inner Giving, Patience





The incredible work of art called our eyes reflects our individual magnificence. Each of us is unique, with an infinite combination of Visual, Auditory, Kinesthetic, Haptic, Internal, External, Right and Left preferences, with an equally varied spectrum of volumes, shades, colors, and senses within our expression of who we are and how we live. Our natural eye pattern, automatically and quite inevitably, guide our preferences to become our choices. Our choices become habits. Soon our habits become our identity, and we only speak our hidden language. Without understanding our own language, and the language of those around us, we soon, find ourselves disconnected from those around us.

How can we connect more? How do we know what to change and what to keep? When do we change, what, and how? How do we achieve a balance between the old and the new, ourselves and others, and all the preferences that appear to be opposite?

By understanding and using the concepts in this book, you'll achieve a balance between work and play, self and others, sensitivity and excitement, reflecting and expressing, logic and intuition, and begin the process of conquering this seemingly impossible task.

ACI™ and the concepts of **eyeTalk™** will provide new skills that are engaging, easy, interesting, practical, and a lot of fun! Communication is both an art and a science. By using **eyeTalk™**'s powerful tools, you'll experience the artistry and science of effective communication and get fantastic rewards in every area of your life. This book will help you build those bridges of success.





*Its name is Public Opinion. It is held in reverence. It settles everything. Some think it is the voice of God.* Mark Twain, 1925

The search for human understanding has been cussed and discussed since time began. So often, people who have less information, or have information that is different or seems to conflict with new information, feel the need to attack or defend their information. (I am always surprised when people question the credentials of experts and yet leave their own credentials unmentioned.) I have heard many critics belittle attempts at human understanding without offering a more accurate system.

I am sure that if Jesus himself chose to walk on water on national television, the live audience would doubt he was really Jesus. The news commentators would interview experts in theology, physics and even water quality. These experts would each have the “right” opinion, and each one would have a different view. Their views would most likely be both positive and negative, affirmative and skeptical. They would say that the water hid some stepping stones, or that it was all special effects. This suspicion is natural and points out our uniqueness. For me, it points even more toward the need for communication, compassion, and understanding. Some say that, on the subject of God, the acknowledged masters of the major religions would agree on all of the major points, but their followers would agree on none of them. Would it be any different for other observations of life?

I would like to remind you of Ockham’s Razor. The medieval English philosopher and Franciscan monk, William of Ockham (ca. 1285-1349), said, “Pluralitas non est ponenda sine neccesitate” or “plurality should not be posited without necessity.”

Ockham’s Razor, a common principle in medieval philosophy, suggests that we may extricate anything extra that does not change the basic premise, and not change the basic truth. I encourage you to use

this philosophic tool in your quest for human understanding.

So in this book, simplicity, truth, ease of learning, and ability to effectively apply the information will be the only criteria in our quest for success. The information must be specific, able to be duplicated by anyone, and applicable to life and the benefit of all concerned. Agreeing on the above basic premise at this point in the book allows us to move forward together in our exploration of human understanding.

So let's look at possible concerns of anyone reading or discussing this book.

**Concern #1:** "The study is unscientific. The credentials of the system's creator are questionable."

**Translation:** "The procedures are different from my procedures, and/or the results are different from mine." Rather than looking at the information, the skeptic questions credentials and procedures.

**Solution:** Using Ockham's Razor to eliminate any extra information, and using the basic premise of simplicity, truth, ease of learning, and applicability, offers any system a simple tool for understanding. How we attain the truth of the result might be interesting conversation. However, it might not have any possible use and may simply complicate and cloud the truth. The simple questions are: Can the new process be applied? Can anyone observe the principle and improve themselves or their relationships?

Since science is merely a process of observation, the only real criterion for a scientific principle may be in duplicating the experiment or hypothesis and coming up with the same results. I feel it's more important to determine the effectiveness of information. Let's all become our own scientists rather than simply following the authority of someone who has a credential in this area of human understanding. That is so important for all of us.

**Concern #2:** "Any type of personality profiling stereotypes people and tries to put them in boxes."

**Translation:** "I am unwilling to look at patterns in hopes of

understanding people more.” Rather than seeing the value of classifying, the skeptic claims pigeonholing.

**Solution:** For anyone to suggest that each one of us is not unique and not priceless in our own way diminishes the essential quality of our humanity. Similarly, when people avoid noticing some patterns and describing them with words, I believe those people’s observations might be limited.

Any system of human understanding begins with noticing that we have differences. Describing those differences and similarities begins with words. Should I stop using words because they are too general? When my attempts of explaining the beauty of a garden or the joy of a baby fall short of expressing the full feeling, should I stop trying? If you really want to notice differences, learn the strengths of a particular quality, and appreciate rather than judge them, using a system to describe personalities seems less objectionable.

**Concern #3:** The descriptions are vague, the results difficult to duplicate, and the sorting beyond the scope of ordinary individuals.”

**Translation:** “I can’t do it.” The skeptic doesn’t really want to study the results.

**Solution:** The Advanced Communication Index™ offers only specific descriptions (the limitations of words notwithstanding). And it’s easy for everyone to apply.

**Concern #4:** People only believe the good news.

**Translation:** “It is the peculiar and perpetual error of the human understanding to be more moved and excited by affirmatives than by negatives.” —Francis Bacon

**Solution:** Psychologist Barry Beyerstein suggests that we tend to accept questionable, even false, statements about ourselves when we deem them positive or flattering enough. In the Advanced Communication Index™, the descriptions are neither positive nor negative. They are simply factual.

**Concern #5:** “What types of people are there? Are the tests reliable? Are there other methods of determining types?”

**Translation:** There are too many tests, and I don’t know which is best.” The skeptic wants to analyze all the available methods before using any of them.

**Solution:** All of the systems contribute to human understanding, and all of them have value, especially when combined for a more complete image of the complexity of the individual.

Great philosophers throughout history have theorized about the differences in people. Their goal has been a noble one: to help people understand themselves and each other so people might work in vocations that match their personality types and work more effectively with those around them. Achieving this would make people happier and create a more creative, productive and peaceful world to live in. Is that not everyone’s goal?

In ancient Greece, Hippocrates developed the concept of four temperaments — Melancholy, Sanguine, Phlegmatic, and Choleric. In 1923, Dr. Carl Jung wrote his definitive work, “Psychological Types,” in which he describes four behavioral types: Intuiter, Thinker, Feeler, and Sensor. Social anthropologists tell us that there is evidence of these four behavioral types in cultures throughout the world.

Jung claimed he arrived at his system “through the study of all sorts of human types,” and that his four orientations covered all humankind.

*I came to the conclusion that there must be as many different ways of viewing the world [as there are psychological types]. The aspect of the world is not one, it is many—at least 16, and you can just as well say 360. You can increase the number of principles, but I found the most simple way is the way I told you .*

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<sup>1</sup> From Interview with Carl Jung by Richard Evans, University of Houston, in Zurich in 1957

Hippocrates and Carl Jung, and all the philosophers and scientists in between, understood that differences existed. The challenge was in how to describe and sort out these various types. More importantly: how do we apply this knowledge?

Jung's main concern was not with theories in science or philosophy of science. It was with the fear of stereotyping. A psychological type, he said, is "just a skeleton to which you have to add the flesh... It is a means to an end. It only makes sense, such a scheme [of types] when you deal with practical cases."

Acknowledging Dr. Jung's work and mirroring his concern for application in various profiles, other psychologists developed other versions of the personality profile. In 1926, American psychologist William Moulton Marston published "The Emotions of Normal People," which included a brief description of a system measuring Dominance, Influence, Steadiness and Compliance (DISC). Since then we've seen profiles by Myers-Briggs, Proformax, Dr. Tony Alessandra<sup>2</sup>, and the new Australian model known as the Harrison Inner View.

All these described models determine their specific categories with objective evaluations and interpretations of a self-administered test. All of these models are valuable, and are not mutually exclusive. Using several profiles can help you be extremely accurate and measure different aspects of the human condition.

The Myers-Briggs<sup>TM</sup> instrument is one of the most widely used personality inventories. Approximately 2,000,000 people a year take the MBTI<sup>®</sup> to improve work and personal relationships, increase productivity, and identify leadership and interpersonal communication preferences. The MBTI<sup>®</sup> is a self-reporting questionnaire designed to make Jung's theory of psychological types understandable and useful in everyday life.

In business, managers use these tools to decide whom to hire. They also use them as a productivity tool for helping people understand



themselves and their coworkers better. These tools have supported individuals with self-understanding and development, career development and exploration, organizational development, team building, management and leadership training, problem solving, relationship counseling, education and curriculum development, academic counseling, and diversity and multicultural training.

All of these personality instruments identify valuable differences among normal, healthy people – differences that can be the source of much misunderstanding and miscommunication.

The challenge associated with self-administered tests lies within the construct framework of the test.

The Myers-Briggs administrators admit that they only give the test in English and that the test is best administered to people over 14. Do these facts limit the scope of the test? If an employee or new hire felt that certain answers might support their job procurement or advancement, might their answers shift? In the American culture, might the traditional role of male and female affect answers, with the test taker being concerned with how they appear to others based upon cultural norms? Might the way a child was reared affect their natural tendency for behaviors? Might a parent influence a child when the parent implies that a behavior is proper? Might a severe crisis distort, disorient, and substantially shift natural preferences?

Now, what if these weren't factors at all in assessing style? Might there be something that would separate natural tendencies from learned or self-imagined preferences? Could there be a system that allowed accurate perception of a person's learning style at an early age and in any language so others could earlier and more effectively communicate with them in their style preference? Since human preferences are natural, could we determine types earlier through observation of some sort and be more objective in our determination? The answer is yes, with the Advanced Communication Index™.

ACI™ is the product of over 30 years of research and practical application in communication styles and how to relate to different types of people. Between reading this book and becoming your own scientist, you will be able to validate the ACI™ system for yourself and apply the information about yourself and those in your life immediately. The Advanced Communication Index™, which is described in detail in Chapter 3, works by simply observing certain easy-to-identify configurations in the eye and noticing that all people having those configurations – young or old, across all races and genders and countries – whatever their family history – exhibit consistent patterns of communication.

According to the Rayid Model, the patterns in the eye clearly indicate which of the four styles of communication you prefer. A Visual person likes facts, an Auditory person like stories, a Kinesthetic person likes quiet, and a Haptic person likes all three at once.

There is no right or wrong style, and there are no better or worse combinations of types in work or in relationships. Each style or communication language brings special gifts. And being multilingual is much preferable than speaking only one language!

The purpose of learning about your language style, and the language style of others, is to help you understand yourself better and to enhance your relationships. Each person is unique, and human personality is much more complex than any one test, but the ability to communicate is much more likely if we are speaking the same language.

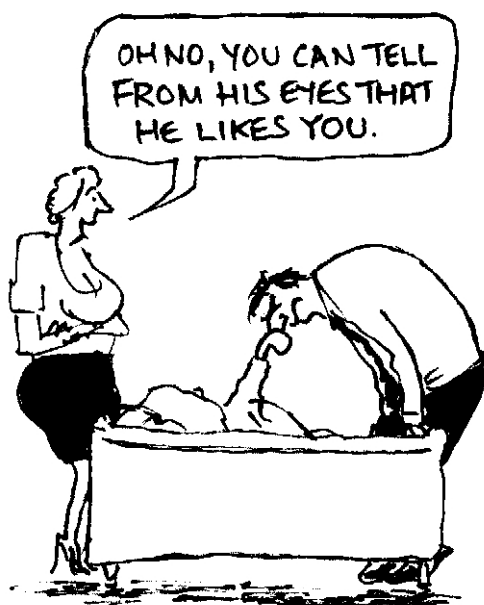
Some other questions and concerns people have about **eyeTalk™** and ACI™ include:

**Does language style change?** We tend not to change our style. As we learn to live in our society, we tend to learn other styles, which allows for understanding, rather than change our own.

**Is there a best style?** That's like asking, "Is there a best language?" The best language to use is the one spoken by the person you are communicating with. In some areas of life – work, for instance –

certain styles may be more valued. The more styles you understand and are able to communicate in, the more rapport you will be able to develop with all people in your life. This is particularly important when you realize that communication is process-oriented and that, as you improve the skill of speaking with your wife, you are improving your skill speaking with children, clients, fellow employees and employers.

**What type makes the best partner for me in a marriage or relationship?** This one's easy. The best type is the one that you understand and that understands you best, and at the same time offers you the most exhilarating new learning opportunities. When you learn to communicate well with the learning style of your partner, your relationship will be invigorated!



**Can anyone be evaluated by the Advanced Communication Index™, learn the method and benefit from the profile?** If you have vision, the basic information surrounding the profile is immediately available and applicable. Moreover, even children as young as seven can be evaluated accurately. That makes the ACI™ procedure par-

ticularly valuable for understanding learning styles, so parents and educators may dramatically enhance all children's lives.

The intent of this chapter was to clarify the capabilities of the ACI™ and demonstrate how it is different from other models of human understanding. I hope this has cleared up any misconceptions about what I intend to share in this book. Now that your mind is at rest about these questions, let's move on to selective perception – the key to understanding how different styles find each other such difficult partners in communication.

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# 5

# Selective Perception

Reality is a subjective experience.

Each of us sees life from our own perspective, and naturally, what we see is selective. When we face forward, we can't see what is behind. Looking to the left precludes us from knowing what is to the right. Much of life goes unseen, and that's okay – our selective perceptions create our uniqueness. But selective perception requires us to see and understand not only our own perspectives, but also the perspectives of others.

Selective perception occurs because our finite minds must make choices to attempt to understand our infinite universe. The number of choices confronting us daily is immense, and to process this information in any way we must develop selective perception. Our choices and our selective perceptions automatically deselect or make unimportant other perceptions or choices. What we associate with automatically chooses that from which we disassociate!

For example, if we look to the North, we automatically look away from the South. One person may look to the North all their life and thereby never experience the South. They may even deny the existence of, or at least any awareness of, the South. From this Northern perspective, the South does not exist. A Southern perspective person may have the opposite experience. Do you see how subjective each of their choices are and how easily a selective perception develops? How innocent those choices are and how they might develop unconsciously into patterns? How different perspectives come about quite naturally, quite innocently, and soon become patterns that affect us all? How people might have some challenges communicating with each other?

You might say that a person can choose to look in the opposite direction at any time. Sure, but do we? Can you see how difficult people's relationships would be if one person had looked in one direction all their life and suddenly met a person who had looked at life from the opposite perspective?

Selective perspectives are neither right nor wrong. They are sim-

ply different.

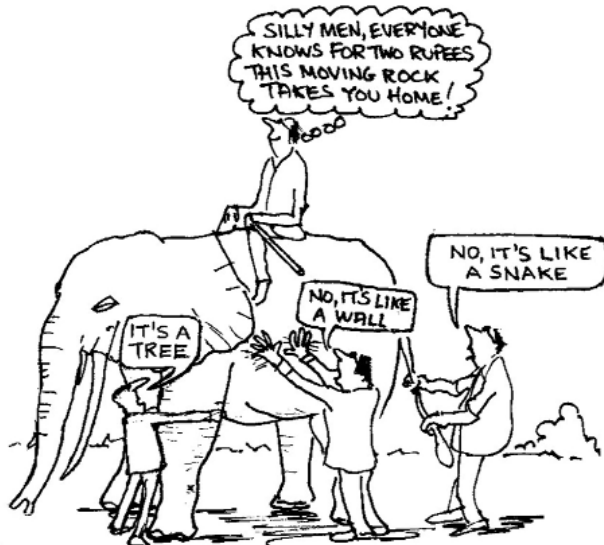
A Hindu parable regarding several blind men's encounter with an elephant, retold in "The Next Step for Positive Living," by Dr. Joseph Bernard and me, best demonstrates the subjective reality of life:

The first blind man grabbed hold of the elephant's tail and most valiantly screamed, "Watch out, man, this elephant creature is a snake!"

The second blind man, probing the side of the elephant, felt the large, flat formidableness and said, quite knowledgeably and with authority, "No, my friend, you might have a snake in your hand, but this elephant is like a wall."

The third blind man scoffed at the other two because he knew the truth, and he yelled with anger at the stupidity of the others. From his perspective of holding onto the leg he said, "The elephant is a tree with such a large trunk I can barely keep my arms around it. Wake up!"

The fourth blind man merely smiled, because he had encountered an elephant before and had a higher perspective. He sat on top of the elephant. From experience, he knew this moving rock would take him home when two rupees were paid. He simply sat back and enjoyed the ride.



**Four blind men encountering an elephant.**

Each of these men had a selective perspective, and each clearly described a different truth. From an expanded perspective, all these descriptions were true.

Going back to our direction perspective, do you see how easily, in our desire to fully understand life from the Northern perspective, we might automatically disassociate from the Southern perspective? Do you see how the habits of one perspective might differ from the habits of another? Even if a person chose to spend 50% of their time in each direction, their reality still might be very different from that of people who spend 100% of their time in one direction. Would the person who spent 100% of their time in one direction be more expert in their perspective than the 50% or the 0% person? Of course.

I admit the simplicity of the example, but I hope you've begun to comprehend the challenge of communication and mutual understanding when we not only have people who look exclusively to the North or the South, but also people who look exclusively to the East or West, or Northwest, or SouthSouthEast? Then there are those who look in several different directions at several different times and don't gain expert status in any direction. Oh my!

Do you see how we may be like those blind men in some areas of our lives? Through selective perception, our choices develop into an expertise and a way of being. This associated behavior develops blind spots with which we disassociate. Being focused on the subtle shades of a flower or the flushed skin of a child might cause you to miss some of the expanded perspectives of the stars. Being excited about the NY Broadway opening and the myriad of people walking by you to their seats might cause you to miss the subtle tone of voice from the person beside you. Selective perception demands that what you focus on automatically minimizes the importance of other things. The challenge is not to judge any particular behavior, but to notice the language people in your life offer you, hear their message, and respond in their language.



We all know there are areas which we know we don't know. Most of us admit that even to ourselves, especially if those areas seem unimportant. But how can we recognize those areas where we don't know what we don't know? And can we recognize the people who do know what we don't know and communicate with them?

You've seen the challenge of observation and communication when we are simply discussing directions on the globe. Now imagine the complications when we add equally viable choices to the mix.

Equally viable choices exist, such as Democrat/Republican, liberal/conservative, specific/general, talkative/silent, listening/distracted, creator /created, facts/stories, leading/following, singular/multiple, presence/absence, progress/stagnation, mutual/individual, combining/separating, flexible/rigid, reactive/proactive, theistic/atheistic, happy/sad, aware/oblivious, informed/naïve, humorous/serious, intermittent/continuous, parent/child, masculine/feminine, asset/liability, priceless/worthless, self/others, optimistic/pessimistic. I'm sure that each of these has a right and a wrong "feel" for you. The complexity is: perfectly acceptable people have exactly the opposite perspectives, and they are content with, and vehement about, the accuracy of their choices. Then there are all the people in between you and this opposite, all of whom have an infinite variety of choices in both quality and quantity.

So you see how being aware of other perspectives, and then acting from that awareness, can be really valuable? That kind of awareness builds bridges of communication and real connection. With these communication bridges, we can discover ways of being with each other that are more harmonious, peaceful, loving, and even joyful.

There are definitive ways of detecting a person's perspectives, their patterns, their ways of being. And you can easily and objectively view these patterns. This ability will allow much greater rapport and give you the ability to move beyond communication to connection with your mate, your children, your coworkers, your employer, your employees.

Educational Diagnostic Research, Inc., in Rockville, Maryland, found that, in the classroom, there are four styles of learners: Visual, Auditory, Kinesthetic, and Haptic. Educators found that to truly reach each of these learners, they have to use four different styles of teaching. It is as if each learning group speaks a different language, and the effective transmission of the topic depends more on the ability of the teachers to shift their style of teaching more than on their knowledge of the content.

The Advanced Communication Index™ (ACI™) correctly identifies and supports communication with these four major learning/communication styles.

Visual learners deal primarily with pictures, so they are able to think and evaluate based on comparisons they are able to analyze.

Auditory learners respond to sound and are more spontaneous or emotionally oriented than visuals. Auditory learners simply respond to life.

Kinesthetic learners concern themselves with subtleties and sensitivity. The static Kinesthetic style is sensitive to touch; they experience ideas and words in their whole bodies. This kind of sensitivity leads to an awareness of very subtle influences.

The Haptic style may be a new name and a new concept for you. When observing the Kinesthetic style of learning, educational psychologists noticed two types of learners within the Kinesthetic subset: a static, sensitive style and a dynamic, active style. The active style they labeled Haptic, which is Latin for “doing.” The Haptic learning/communication style thrives on stimulation, excitement and many perspectives.

The difference between Kinesthetic and Haptic styles is an important one. The true static Kinesthetic person, for the most part, finds other styles to be too loud and disrespectful. They prefer quiet, predictability, stability, and subtlety. While Kinesthetics are not the only sensitive people, they do take sensitivity to a new level.

The dynamic kinesthetic, or Haptic, learner/communicator sees, feels, and senses things all at once. This triple-processing makes synthesis essential for Haptics. Freedom of movement is also important to Haptics – sitting still for extended periods can be torturous for them. They experience life as many of us would play a video game – constantly taking in data by sight, sound, and touch, and constantly on the move.

While Auditory people can certainly think, and Visuals can respond with emotion, patterns of preference may easily appear diametrically opposed. The patterns of Visual and Auditory learning/communication are opposite patterns. They are equally as different from the other styles. Kinesthetic and Haptic learning/communication styles are equally as different from each other, and tangibly different for Visual and Auditory learners. With such diametrically opposed styles, it's amazing human beings have ever learned to communicate at all!

Most skillful communicators learned to communicate with years of practice. With focused use of the ACI™, even a poor communicator can be transformed into a better communicator than those with years of practice – and in months, not years! And those great communicators can become great connectors with some extra conscious support.

In the next chapters, you will learn how to observe the four communication types and how to speak their language. You'll also be able to learn about the four major dialects of each style that affect these patterns. The dialects correspond to left brain (logical and sequential) and right brain (creative and expansive). Dialects also correspond to internal (reflective) and external (expressive).

Are you ready to begin the first lesson of observation and begin building bridges of connection?





Connection begins with speaking in the style of the other person, whatever their native tongue offers in tone, posture, words, or frequency. We must also use others' "communication language." There are four major communication languages, and each of the four languages has four major dialects. Those dialects influence your observations either positively or negatively. Each style and each dialect has blessings and limitations associated with it.



Auditory Style communicating with Visual Style

A good way for me to describe the four language styles is through the different ways in which they might experience a river.

Visual people look at the river and say:

*If I were swimming, I would avoid those rapids and that rock. I would lie on my back in that area of the river. I would stay away from that area where boats sometimes come. I wonder if I should wear my life preserver. I wonder if it is warm or cold. I could use that inner tube that I think is at home. I wonder what people will think if I go swimming? I think I will consider a boat!*

Do you see how they might forget to even jump into the river? The Auditory style responds immediately and jumps in for a

swim. They get caught in the rapids and must respond, and do not take the time to consider thinking about if they are enjoying themselves or if there could be a better way. They are simply responding quickly to the rapids. Often their nose is at the water line, and they cope with the situations at hand. In many ways, they are one with the river. Especially when they spontaneously jump in. They are in relationship with the river.

The Kinesthetic person most likely chooses a gentle place in the river, sits down, and says, “Wow, there is water on my skin. The water on my left arm is warmer than on my right and much cooler on my legs.” Kinesthetics notice all the subtleties of how their body feels in the water and don’t even notice the rapids, as they are not choosing that part of the river experience. The warm water along the shore is more soothing, and the soft mud along the shore oozes pleasantly through their toes. Kinesthetics are the same people who notice the little details of the leaf, and with their intense focus, miss that the leaf is part of a tree in a forest.

Haptic people swimming in the river look at the river, are in the river, and are aware of the physical experience all at once, not dwelling on any one sensation or response. They often look for trees from which to swing into the river, and places to jump into the river. Haptics are not sure which aspect of the river they are experiencing; they are experiencing them all at once.

Each of these styles has very distinct characteristics. Everyone naturally develops certain communication styles influenced by additional factors, such as culture, experience, education, family, internal or external focus, and right- or left-brain preference. If you look at each of these styles as a completely separate language, you might consider additional factors as creating a distinct dialect for the individual. Just as you can easily hear that people from the South have different pronunciations and tonal inflections from those of people from the North, the

Advanced Communication Index™ teaches you to easily hear people's different communication language and dialects.

Finally, after many years of communications books, Dr. John Gray wrote "Men are from Mars, Women are from Venus." Readers could easily understand from the book that men and women speak different languages, in style as well as content. Anyone who has ever been in a relationship can probably tell you that, but Dr. Gray brought the information into the public's awareness: men and women have different language styles. But gender language is just another piece of the puzzle. Descriptions for a person's language could take on as many names as we have flavors of ice cream. If men like vanilla ice cream and women like chocolate, what about people who like one scoop of each on the same cone? If a man likes chocolate, does that make him less a man? Of course not.

Each style and dialect of language exhibits masculine and feminine traits. Feminine preferences by a male do not diminish the male, and vice versa. Behaviors are behaviors. Preferences are also behaviors, not definitions. The more we stay away from defining and categorizing people with judgments, the better off we will be. Because he lumps all masculine styles into the male gender and all the feminine styles into the female gender, John Gray's wonderful book pales as a communication guide.

When communicating, it's important to observe behaviors of people to determine their language style and dialect, so you can speak their language. Is that truly possible with so many complex and subtle distinctions? Yes, but it's not a five-minute, magic cure. Remember that all babies learned to walk one step at a time.

One of the best tools we had in learning to walk as babies was observation. We observed that there was a different balance required on two feet than on all fours. We observed what other people were doing with their pace, length of step, tempo, and frequency. We looked at the



size of people's feet and the coverings on them.

After observing all the parameters, all the varieties, we developed a plan and got ready to try this new walking thing. We got our muscles coordinated with our mind and took a step. For many of us, the initial result was a little less than we hoped, so we fell down, giggled, and refined our plan.

Once the plan was refined, we went through the cycle again, and maybe again. Eventually we began to walk. Can you imagine the result, had we stopped this process at any time? We might still be on all fours!

Speaking another person's language is equally as complex a task as walking. There are different paces, sizes, lengths of step, tempos, and frequencies to consider. But instead of feet, we are using words. Instead of coverings called shoes, people use languages. When we want to truly connect with people in our communication, we follow the same steps: plan, act, and review.

John Grinder and Richard Bandler, while at the University of California in Santa Cruz, developed a communication model called Neuro-Linguistic Programming (NLP). They described this three-step system of plan, act, and review as Match, Pace and Lead.

Do you remember jumping rope as a child? Two people twirled the rope; we moved our hands and body, got in the rhythm of the spin, and then jumped in. We jumped up and down and were a part of the two people twirling. All three of us were in sync, everybody having fun by working together – no one person directing the activity. Using NLP in building communication rapport with others is like jumping rope in the schoolyard.

Unfortunately, many people hear Lead and feel it is the only important role. Leading becomes the only desired result, and Match and Pace are only a means to attain the result of Leading. These "leaders" miss the point entirely. They watch communication styles, get into a rhythm and, instead of just jumping in and having fun jumping, they try

to control the rope as well. Rather than being in true relationship with their communication partners, they chose to use Matching and Pacing to try to take over and manipulate the conversation.

People have used the Match, Pace, and Lead process in selling for years. In fact, Match, Pace, Lead has done more to tarnish the “salesman” image than anything else. Grinder and Bandler described this process eloquently: Getting into rhythm with someone works both ways, so once I am in rhythm with you, we are in rhythm together. Being in rhythm, the person who wants to sell a car and earn a commission begins asking you questions.

Were you born?

Yes.

Do you breathe air?

Yes.

Did you wake up this morning?

Yes.

Are we talking now?

Yes.

Would you like to buy this used car with a price tag 10 times over the car’s value?

Being in rhythm, and having developed rapport, you would tend to automatically say yes.

We used an extended, distorted example above, but the principle is sound. People appreciate being in rapport, and they like connecting with other people. Regrettably, a master communicator could easily turn into a master manipulator.

Fortunately for us as consumers, most professional salespeople long ago realized that manipulation may make one sale, but repeat business depends on moving beyond manipulation – to communication and ultimately to connection. Although the concept is sound, practical application often distorts the purpose with disastrous consequences.

Do you see how, if anyone dismisses the well-being of others as unimportant, or forgets that the well-being of others is vital to our individual and collective success, we all become tangled? I hope so.

Joseph Bernard, PhD, a dear friend and co-author of, “The Next Step for Positive Living,” expanded the concept of Match, Pace and Lead for me. One afternoon he invited me to participate in a Tai Chi exercise known as Push Hands. Joe must have been a Buddhist priest along the lines of David Caradine’s character in the “Kung Fu” television series in some previous life, because his Tai Chi is excellent. He began asking me to mirror his movements in Tai Chi fashion, as if I were his looking glass. Not knowing Tai Chi, I felt clumsy at first, but soon I was moving as eloquently as he was. We continued for a while, and soon something quite interesting happened. With our new coordination, the boundaries between leader and follower dissolved. Soon the leader was as much of a follower, and neither of us could tell who began a movement and who followed. There was no leader; there was no follower. There were simply rapport, synchronicity, connection and even oneness.

Communication exists everywhere, even in one’s own body. I remember a wonderful Peanuts cartoon where Charlie Brown was out jogging. He spoke to Snoopy, “I love running outside. The peace and quiet is great.” Snoopy thinks back, “Peace and quiet, heck! My liver, my legs, everything in my body is yelling at me.” This awareness of the mind-body connection noted by Snoopy was absent in my own life when I trained for my first marathon.

During the rigors of learning how to run 26.2 miles, I was fortunate to have the services of a neighbor and friend who was a massage therapist. Sometimes I would pull a muscle and seek therapy from my friend. Familiar with the pulses in the body, she quickly located the pulse associated with my pulled muscle. Strangely, she found that the muscle pull had two different pulses associated with it. When she held

both ends of the muscle fiber/meridian line, the pulse would go bang-bang, as if there were two pulses – and they were certainly out of synchronization. After a time, my pulses harmonized and fired off at the same time. I don't know whether the muscle damage caused the pulses to beat at different times, or if the pulses beating differently caused the muscle damage. I do know that I couldn't even walk before the session, and the next day I could run even faster because my muscle and pulse were in sync. This sequence of getting my pulse in sync happened with several different muscle groups in my legs, each time with the same miraculous results. In this instance, with the communication within my body, synchronicity allowed for greater performance of the whole. The same is true for all relationships among the parts of a whole; whether it be in one's body, one's company, one's city or one's home, working together produces miraculous results.

As we can see from the above examples, Match, Pace and Lead might cause some problems if someone uses those skills to manipulate themselves or others, using these skills with only the outcome of leading in mind and forgetting that matching and pacing are continual activities rather than simply a means to an end. If someone forgets that oneness in our bodies, in our homes, in our cities and our companies is incredibly important, then our effectiveness diminishes immensely. For all these reasons, we might consider a name change for Match, Pace and Lead.

I feel Grace, Pace and Race might be better names for the three steps of synchronicity and connection, whether it be for improving my running, doing Push Hands with Joe, or connecting with another person in communication. Paying attention to what your body is saying, observing a friend very closely, and truly hearing another's language are offerings of Grace, for yourself and for those around you. Then, matching pulses, matching movements, and matching styles allow a Pace toward flow and connection. This Pace creates the beginning of

connection, which reaps the ultimate reward of effectiveness – muscles working together, friends becoming closer, and communications creating harmony rather than discord and separation. Then we can truly join the Race - not only a marathon race, but the human race.

In the science fiction classic, “Stranger in a Strange Land” by Robert Heinlein, there was a concept of “Groc,” which was an intense understanding that went beyond any cognitive understanding. “Groc” was a universal thought and emotion, a physical and spiritual communion with a person or concept, tangible or intangible, finite or infinite. “Groc” was a knowingness that went beyond even substantive proof. Do you Groc? Do you Groc how Grace, Pace and Race would allow people to Groc themselves and each other? Can you Groc the value of that?

The process of Grace, Pace and Race – observing another and matching in NLP – is also known as mirroring. This essentially is being the mirror of another person’s actions as if you were in their shoes.

I was first certified in NLP almost 20 years ago and am at the Master Practitioner level. One of the first exercises we learned in mirroring was to exactly duplicate a person’s walking pattern. We followed each other, walking the way the other person walked. We used roughly the same pace, stride, and posture, including arm swing and head tilt, as our partner, and even asked and tried to replicate the types of thoughts going on in their mind. At first, I didn’t perceive the differences in my own body, but after a brief time, I noticed that my emotions were shifting. In a way, I didn’t feel like myself while I was mirroring this person. It was as though I was becoming them. At first it scared me, but when I went back to my own walking style, I went back to feeling like myself.

I soon realized the power of this mirroring, and began to play with it. Fascinated by the variety of feelings and emotions evoked by mirroring another person’s posture and gait, I expanded this mirroring concept by using body sculpting – having people refine the mirror with their observations to mold my mirror image to match the other person

more completely. Their feedback helped me become a more accurate mirror. The effect of learning about others in this way, and then contrasting that with my own self-awareness, was magnificent. Not only could I learn about myself and others by emulating them, I could also gain tremendous insight into what they knew and their time-tested understandings. Their experience, their knowledge from either University degrees or the school of hard knocks, reflects in every aspect of their being. Certainly, their posture and habits give me insight and greater understanding of what is in their minds. After all, their mind affects their body and vice versa. Mirroring them, their speech patterns, their posture, and walking in their shoes gives immense clues to who they are and their view of the world. Rather than try to understand another person or even what that person understood about the world with words and descriptions going through the mental filter, anyone can go directly to the source and mirror to Groc another person.

Psychiatrist Milton Erickson, MD, was renowned for his ability to speak to the subconscious of another person. His trance induction using his form of body-centered hypnotherapy was so successful for clients, other therapists eventually named the techniques “Ericksonian Hypnosis.”

One young man in our NLP class wanted to mirror Dr. Erickson so he could better understand Milton’s techniques. So he matched Milton’s verbal patterns with tone, inflection, volume, timbre and cant. He used the same words in hypnotherapy sessions with his clients. He wanted to become Milton Erickson, at least until he could learn about Milton’s style. Milton was a product of the 1950s and wore polyester shirts, bowties, double-breasted suits, and wing-tip shoes. At the time of the observations, Milton was also suffering from multiple sclerosis. The Milton emulator got a wheelchair and matched the psychologist completely.

The student’s hypnotherapy sessions with his own clients

became more effective, and his skills became fine honed, but, ultimately, the healthy emulator began developing symptoms of multiple sclerosis. He had been imitating Milton too long!

Actually, marriage counselors have noticed this phenomenon for years. Spouses eventually begin to look like each other and act like each other, and then they wonder why they feel like they have lost themselves. Psychology has even named this loss of self “codependency,” and whether the oneness is healthy or unhealthy depends on the circumstances. Is the oneness created as a way to gain approval, because of a lack of self-esteem, or as a method of knowing another person?

In a relationship, rapport tends to build quite naturally. Over time, when sleeping side by side, the couple’s breathing begins to match. When sleeping next to its mother, a baby again matches the mom’s heartbeat. Do heartbeats and breathing match with all close relationships? No, it depends on the depth of closeness. Does your heartbeat match the heartbeat of your mate? True richness in relationship comes from that kind of closeness.

When the challenges of losing oneself with mirroring outweigh the benefits, some other skills can diminish this potential loss of self. Selective Mirroring – mirroring only one part of a person, say the voice, or the words, or the gestures or the body posture without any voice duplication – allows for less rapport and more sense of self. Complete disregard for the mirroring of others often happens with children. They reject everything that their parents emulate in order to create individualization. This certainly breaks rapport, but does allow for some sense of self, without influence from any role model in the family. Mirroring of peers creates individualization of new generations.

I once heard a great story of a grandfather seeking to build rapport with his New Age grandson, who was in the midst of the rapport-breaking of his individualization process. The grandfather asked an innovative hair stylist to give him a hair style that would shock his

grandson, so she gave him a Mohawk. I never heard the end of the story, but the incident suggests that rapport building and rapport breaking can be valuable tools for both parties in a communication. Selective Mirroring is an important tool for building bridges of connection while retaining some sense of self.

Another method of selectively mirroring another person to retain some sense of self, is Cross Mirroring – duplicating the image of the person but opposite. For some reason, the mind/body receives the feelings from another person less when the image is opposite of the mirror image. Even mirroring the other person when side by side or mirroring a person from behind them has less of a direct transmission of feelings experienced when mirroring across from another person. Cross mirroring develops less rapport. This kind of perspective allows for individual understanding of a given posture or gesture, and is less effective in getting to feel the other person, but supports less loss of self.

It is important to notice not only the behaviors of certain patterns, but to find ways of responding to them creatively. The game of monkey-see monkey-do that children play, though important in growth and development, can create problems for parents when certain behavior patterns begin to emerge. When children act out patterns that parents disapprove of, the parents need to consider where the children learned these patterns. Certainly, they learned some refinements of their patterns from other children, but where did they first learn the patterns?

Let us look at two different patterns and hear how they might start, and then hear how to shift them in a healthy manner. These examples are not about judgment of good or bad children or parents, they are simply about the patterns that arise and how to disconnect from those patterns. These patterns are neither good nor bad in themselves. What is good or bad is how they affect us and what we do about changing patterns in ourselves and others.



In physics, “a body at rest tends to stay at rest, and a body in motion tends to stay in motion.” The same is true for children. Let’s start with a mother who works 16-hour days to keep Heaven and earth together. She finally sits down to take a breath, and her two-year-old child begins coloring on their freshly painted wall. She yells, “NO,” the child puts the crayon down, and the world loses another artist. When children frequently hear “no,” they may mirror it back to parents, teachers, siblings. Hearing “no” often may dull or nullify response time when “NO!” is crucial for survival. Redirecting the child’s artistic efforts by taking his or her hand and directing it onto paper, saying, “This is paper, we draw on paper,” allows the child to keep on drawing and perhaps beautifies all of our lives with artistry.

Our second example is the use of drugs. Even though parents may not use the child’s drug of choice, their use of alcohol as common practice certainly sets a pattern for acceptability of using drugs. An adult’s use of any mood-altering drugs (legal, prescribed, or illegal) in front of children tells the children that escapism is acceptable, familiar, and practical. If we want our children to be drug-free, we, too, must avoid drugs and set a different example for our children.

Now is the time to begin to see in ourselves and our society a life that is a continual quest of learning productive behaviors from each other by mirroring those behaviors. Then, we have to separate ourselves from those rapport-building patterns to find out who we are as individuals. You must follow rapport-building with pattern-interruption, or the learned behavior becomes dependent and unhealthy, like the student who began to exhibit multiple sclerosis symptoms. Loss of identity from prolonged mirroring is particularly apparent in parent-children relationships, but it surfaces in relationships of all kinds. The closer you connect with another, the more opportunity you encounter for loss of self. Conversely, the more independent and individual you are, the less connection and rapport with others is possible.

Developing rapport – observing others and mirroring them using the concept of Grace Pace and Race with each style – is different. Each major style in **eyeTalk™** demands certain basic shifts in behavior. The following hints for communicating with each style are provided to keep each style focused on the basics lessons they must learn to truly communicate with other styles.

If you are Visual, you are most comfortable with facts, pictures, thoughts, and rigidity, standing on both feet and being symmetrical. You may yearn for more Auditory skills consciously, and the others unconsciously. For Visual people to communicate effectively:

- With an Auditory, stand with your weight on one foot, breathe and move, and nod your head up and down when speaking. Add music to your voice. Work on being emotional and spontaneous.
- With a Kinesthetic, be quiet, soft, and gentle. Wait to be spoken to. Use touch if appropriate. Show honor and respect.
- With a Haptic, mix and match your native Visual habits with the Auditory and Kinesthetic behaviors above, never using any one of the styles for very long.

If you are Auditory, you are orientated toward emotions, sounds, and relationships. You prefer standing with your weight on one foot, moving back and forth, being asymmetrical. You speak with music in your voice. You may yearn for more Visual skills consciously, and the others unconsciously. For Auditory people to communicate effectively:

- With a Visual, communicate with pictures, facts, and thoughts. Stand on both feet equally, symmetrical, with your head still. Use a more monotone voice.
- With a Kinesthetic, be quiet, soft, and gentle. Wait to be spoken to. Use touch if appropriate. Show honor and respect.
- With a Haptic, mix and match your native Auditory habits with the Visual and Kinesthetic behaviors above, never using any one of the styles for very long.

If you are Kinesthetic, you value sensitivity and touch, and believe in honoring and respecting everyone. Kinesthetics often view their sensitivity as a curse, but it can be a tremendous asset. Utilized intentionally, your sensitivity may aid you in recognizing your communication partner's needs and preferences. In general:

- With a Visual, communicate with pictures, facts, and thoughts. Stand on both feet equally, symmetrical, with your head still. Use a more monotone voice.
- With an Auditory, stand with your weight on one foot, breathe and move, and nod your head up and down when speaking. Add music to your voice. Work on being emotional and spontaneous.
- With a Haptic, mix and match your native Kinesthetic habits with the Auditory and Visual behaviors above, never using any one of the styles for very long.

If you are Haptic, you need movement, stimulation, and perspective. You may inherently wish for more Kinesthetic connection, which stimulates synthesis. Consciously and unconsciously, you wish to incorporate all styles: Kinesthetic, Visual, and Auditory.

- With a Visual, communicate with pictures, facts, and thoughts. Stand on both feet equally, symmetrical, with your head still. Use a more monotone voice.
- With an Auditory, stand with your weight on one foot, breathe and move, and nod your head up and down when speaking. Add music to your voice. Work on being emotional and spontaneous.
- With a Kinesthetic, be quiet, soft, and gentle. Wait to be spoken to. Use touch if appropriate. Show honor and respect.

The above hints in communicating with others are only the beginning to bridge the gaps that exist too frequently between all of us. We must understand each of the types much more fully. This will become clear in the following chapters.

Before understanding the individual communication styles, it is

important to understand the anguish that exists between all processing styles. For me, the following metaphor communicates the problem very well. While the metaphor uses a boy and his mother, it is not really about male and female differences. Please look past any gender implications to the underlying distress that exists between all different processing styles. I hope soon we are able to bridge between genders, between cultures, between generations, our co-workers, friends, family and other human beings we have yet to meet.

A little boy asked his mother, "Why are you crying?"

"Because I'm a woman," she told him.

"I don't understand," he said.

His mum just hugged him and said, "And you never will."

Later the little boy asked his father, "Why does mother seem to cry for no reason?"

"All women cry for no reason," was all his dad could say.

The little boy grew up and became a man, still wondering why women cry.

Finally, he put in a call to God; and when God got on the phone, he asked, "God, why do women cry so easily?"

God said: "When I made the woman she had to be special. I made her shoulders strong enough to carry the weight of the world; yet, gentle enough to give comfort."

"I gave her an inner strength to endure childbirth, and the rejection that many times comes from her children."

"I gave her a hardness that allows her to keep going when everyone else gives up, and take care of her family through sickness and fatigue without complaining."

"I gave her the sensitivity to love her children under any and all circumstances, even when her child has hurt her very badly."

"I gave her strength to carry her husband through his faults and fashioned her from his rib to protect his heart."

“I gave her wisdom to know that a good husband never hurts his wife, but sometimes tests her strengths and her resolve to stand beside him unfalteringly.”

“And finally, I gave her a tear to shed. This is hers exclusively to use whenever it is needed.”

“You see: The beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair.”

“The beauty of a woman must be seen in her eyes, because that is the doorway to her heart - the place where love resides.”

Rather than being male or female, could it be that we simply miss any possibility of understanding each other by simply having different styles? Unfortunately, yes.

Might it be valuable for everyone to embrace their own style, understanding each other's style always, and applying the style of the other sometimes? Certainly.

Would it be valuable for every language style to feel and respond from their heart? It is the only way.

May we have equal burdens and equal support for each other regardless of our differences? We do whether we acknowledge it or not.

May we have times of strength and times of sensitivity with each other and each skill at the proper time? I pray so. Acceptance of each other without any dualistic judgment is peace and harmony, and at the very heart of all of us. I know this is true.

May we all learn to appreciate and honor our differences, and build more bridges of connection, than walls of protection? This book is a beginning foundation of that bridge.

May we do all of the above now? Please.

Building bridges from communication to connection, and traveling back and forth over those bridges, provides a life filled with harmony, love, joy, learning and excitement. Losing yourself and then finding a new, greater YOU on the other side of the bridge is miraculous.





Are you feeling like you need to go around wearing dark glasses now? From what we've learned so far, are you concerned about someone viewing your eyes? There may be some precedence in your concerns. Remember those movies in which the Oriental jade merchants are looking at the gems they are considering to buy? Remember how observant the seller is as he eyes the buyer? If you travel to the Orient you may notice that to this day. You might ask, "Are they using the Advanced Communication Index™?"



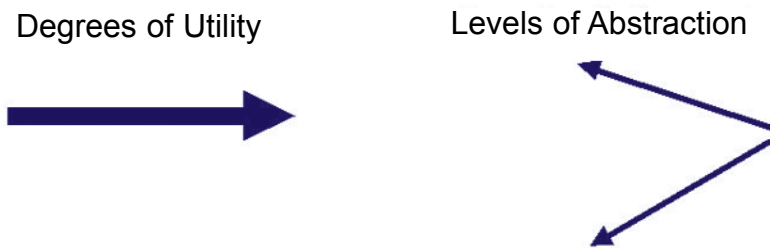
They may be! Certainly they are using a discipline that has served them for years. When a buyer sees something they like, their eyes automatically dilate. When this happens, the seller notices the response and the price goes up. This is a refined, learned aspect of Visual sensory acuity.

This chapter is about the Visual style – How to recognize their language, how they think, and how best to communicate and build rapport with them! I will illustrate the Visual style's preferences and behav-



ior patterns through a character named Visual Vincent. As you read this chapter, please remember that Visual Vincent is a stereotypical character. He could be a she, and in that case, some word choices may be different.

During my postgraduate work in Italy, I studied under Dr. Paulo Franchini, a genius with two Chairs at the University of Sienna and advisor to the European Common Market. He eloquently explained that all language is a complex form of mathematics, with levels of abstraction and degrees of utility. A system of vectors, if you will, pointed listeners in different directions. In geometry, vectors are lines with a direction and a magnitude. Not only do vectors point you in a direction, they tell you how far to go.



You may notice that the graphic for degrees of utility is one thick line and the levels of abstraction have two fuzzier thinner lines. You might ask, “Does that have significance?” Great observation! The more specific and factual a communication, the clearer and more conscious it is. The more vague and abstract the communication, the more the listener has a tendency to be put into a trance. “Once upon a time” affects children this way. Since there is no specific date or time, the imagination and subconscious mind is put into play.

Regardless of the relationship you might have with Visual Vincent, specificity is important. Like Sergeant Joe Friday of the vintage television show, “Dragnet” used to say, “Just the fact, ma’am!” Vincent is analytical, not emotional. He demands facts; he distrusts vagueness. The trance induced by abstract words may be relaxing, but Visual Vincent

won't respond well to it. So you start off at a disadvantage when you speak to Vincent in generalities. The very nature of extra words causes distrust, and the more you speak, the more distrust develops. Visuals tend to believe overly enthusiastic people are hiding something.

According to the Rayid Model, the patterns in the eye clearly indicate which of the four styles of communication you prefer. A Visual person likes facts, an Auditory person likes stories, a Kinesthetic person likes quiet, and a Haptic person likes all three at once. These preferences translate into every area of our lives. Even in the choice of reading material, for instance, there is a great deal of research that suggests that background colors, colors of type, type styles, type sizes, and the number of words affect each viewer quite differently.

Visual Vincent would like:

- **Black and white**
- **Few words**
- **Sans-serif type**
- **Visual presentations**
- **Authority**
- **Verifiable, credible resources**
- **An updated bibliography**
- **Bullets**
- **Facts**
- **Graphics**
- **Pauses**
- **Power**

Let's listen to how Visual Vincent describes himself:

*I know there is a right and wrong way to do things, and I get annoyed when others don't do it the right way — the way I do it. When somebody has figured out the best way to do something, why wouldn't everyone else stick to it? I know when I'm right because most of the time I've researched my subject in detail. I make sure I am accurate. I check things out and deal with detail very well. In fact, many people like me choose a career in which accuracy is needed. We are very adept at facts, figures, and detail.*

*I have been accused of being distant and even aloof. Ridiculous! I'm probably thinking, observing or evaluating, that's all. When it comes to making decisions, I am deliberate. I prefer studying all the statistics and reports I can find. I*

*look for concrete numbers and guarantees. I want all proposals in writing. I am likely to buy the best all-round product – the one rated #1 in comparative summaries by independent experts. When the advantage is obvious and the risk is low, I buy.*

*I like to work alone because too often I get left to clean up others' messes. This churns me up! I like my environment to be neat and organized. I consider myself to be careful, cautious, and exacting. I am definitely systematic and pride myself in my accuracy and balanced judgment.*

*Any time I have to complete paperwork, I am very accurate and very neat. Some think I am negative because I always make reference to policy but, as far as I am concerned, that's why the policy is there. Rules, regulations, and structure are there for a reason, and everyone should follow them. I can't understand those who flaunt the rules; their carefree attitude to life will get them into trouble some day. At least I have the satisfaction of knowing that I am doing it the right way.*

*Emotional people annoy me. They are so illogical. They need to get a grip and think things out like I do. I never see a lot accomplished by emotional people, because they are just too spontaneous. If I have any emotion to contend with at all, it's the fear of being wrong or doing something wrong. Rather than thinking of myself as being afraid, however, I like to think that I'm simply being cautious. That's probably why some say that I'm a perfectionist, and I am really comfortable with that label. I know that if others would use their brains and be more like me, we would all be better off.*

The Visual language style observes life and thinks about the facts. Relationships are challenging for them, because facts are easier to understand than people. They prefer working alone and going by the rules. These people are very good with detail and do well in technical or mathematics areas. They may display a perfectionist attitude, and they make sure they know what they are talking about. Visuals say little, look up, and think a lot. They frequently use the words "I think" and "I see." Their speech is often monotone, their voices tail off at the end, and they use many pauses. Their posture/stance is symmetrical and often stiff and at attention. They stand with their weight equally distributed

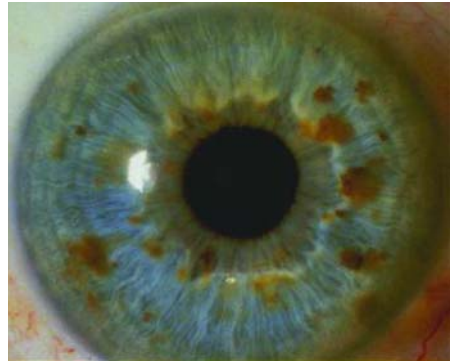
over both feet, and their heads stay still when they speak. The bird most like them is the owl with its fixed gaze. Their choice of car would generally be voted “Car of the Year.” Words they respond to are: “see,” “think,” “know,” “understand,” and “I.”

Visuals have flecks or dots of color in their eyes. Visual people are most likely to look for their glasses in the middle of the night when the phone rings. (They would be hard pressed to have a conversation with their eyes closed.) Visual people often don’t understand that long conversation is not for information, but rather for rapport and relationship building.

## ***The Visual Language Style***

### ***Mental Type***

- **Dot-like**
- **Processes through Eyes**
- **Fact-oriented**
- **Uses Analytical Thinking**
- **Often Opinionated**
- **Favorite Verbs: I see,  
I think**
- **Excels at Detail, Credibility, Clarity**



Visuals may be bankers, accountants, university professors, actuaries, research scientists, chemists, engineers, computer analysts/programmers or business authorities who find facts and figures more important and more interesting than relationships. People hear the authority in their tone of voice and see it in their stance.

Let’s watch how Visual Vincent interacts with the other styles at a business dinner:

Visual Vincent is wearing a suit with a tie. He is impeccably dressed – formal and conservative. Haptic Harry is wearing a trendy sports coat, an open-neck shirt with a designer label, and possibly a sweater vest.

Auditory Alice wears a festive red dress and looks alluring. Kinesthetic Kate has on pastels – a soft, flowing dress or possibly a furry sweater.

Visual Vincent stands very erect, and his vision is symmetrical. That way he can see things clearly. Visuals move little as then the picture would move. Visuals are always alert and at attention. By being attentive, visuals receive the most information clearly and accurately. Remember the owl.

Even though outside Visuals appear tense and ill at ease, they may really be quite relaxed. Their weight is equally spaced over their stance, and they are solid. They may tire over the course of an evening, but for long periods of time, they can be perfectly content and comfortable in their stance.

Visual Vincent has thoughts – interpretations of the others in the group. Remember that these observations are based on what he sees compared with what he knows of himself, and his observations (like all observations) often have little basis in fact. They are simply observations and comparisons from his frame of reference.

Visual Vincent sees Kinesthetic Kate and thinks, “That woman sitting against the wall is so timid. She would benefit from self-esteem classes. Too bad no one has encouraged her more. What was wrong with her parents – didn’t they teach her anything? She probably doesn’t have very much to say; otherwise, she would be interacting more. Oh well, since she doesn’t have anything to say, she’s at least quiet. Let me look at the other people to see what I can learn to forward my career.”

Kinesthetic Kate comes from a fine family; her parents were university professors. She’s a mother herself, and far from timid. How could you be timid with three kids? She’s highly sensitive. In a quiet moment, she shares with a friend that she felt the sadness of the mother bird when the chick didn’t hatch, and she heard the buds opening during spring. That is the degree of sensitivity that a Kinesthetic person has. Visual Vincent entirely misjudged her.

Visual Vincent sees Auditory Alice and thinks, “Wow! Alice is here again. Although she’s so beautiful and popular, I don’t understand what people see in her. She’s so flighty and spontaneous. How did she learn those traits? Does she think they benefit her? What does she know that I don’t? Certainly her style helps in relationships, but that’s probably about all. The music in her voice is pleasing, although it detracts from her credibility. If she were an authority in anything, I would hear it in her voice. Her business card is too simple, not business-like. Her name and home phone number are the only information on the card – no title or advanced degrees mentioned. I would like to learn how she does it!”

Auditory Alice is quite different from Visual Vincent. Relationships are very important to her. While it doesn’t say so on her business card, Alice actually has a PhD in global economics and has traveled the world for the United Nations. People from all over the world love her. She speaks ten languages, and they seem easy for her. She distances herself from her titles, as she finds that people judge her harshly and that breaks rapport. The break of rapport limits her ability to interact and understand the intricacies of the global family, as she calls it. She believes that, for the most part, PhD is an acronym for Pompous, Haughty and Distant. She loves to talk and hear the sound of others talking; it supports her spontaneity and emotional being. She and Vincent simply have different styles. Her extra words and spontaneity are completely different from the deliberate Visual, so he judged her incorrectly.

Visual Vincent and Auditory Alice are almost mirror opposites. Both would benefit from learning the communication style of the other. There are times when Alice would admit that her familiarity limits her authority, and Vincent knows that his authority limits his relationships with associates and his family. The last thing a friend or partner wants is someone who is being exclusively an authority. It drives them mad!

Visual Vincent sees Haptic Harry and thinks, “There’s that Harry again, always moving. If he would only sit down and think things

out, he would be better off. He appears to have some great ideas, even if they are not all well thought out. He seems to relate to most people, and seems to enjoy variety and change. I think he would benefit from some stability, because it would help him learn to observe and see the correct path. He must have grown up in a carnival, because he is always stirring things up and seeking stimulation. He appears to be always risking, so he must surely make many mistakes. He doesn't seem to be ashamed of his mistakes, though. I would die or have my head examined if I goofed up so often. How does he keep going with all the mistakes he has made in his life? It's as though he doesn't care. It seems to me that if he would learn to calm down and think things out, he would make fewer errors."

Actually, Haptic Harry went to a college whose motto is "learn by doing." His favorite children's book was "The Little Engine that Could" – I think I can, I think I can. He would much rather act and fail than not act at all. In fact, he doesn't consider it a failure if he learned from the action. Thomas Edison was probably Haptic. When asked about his 5,000th failure in designing a light bulb, he told the interviewer that he had not failed – he had simply found another way that the light bulb would not work. What an attitude! Where would we be without the light bulb? Certainly in the dark!

Let's see how others might interact with Visual Vincent to gain more rapport with him. While Visuals can benefit from adopting the traits of the other languages, the natural style of a Visual person is to demand that others change to communicate with them.

When Visual Vincent introduces himself to Kinesthetic Kate, he is very formal, and he shows perfect posture when he seats himself. Kinesthetic Kate is a great communicator and adjusts her posture to match Visual Vincent. Her head is symmetrical; her body is more symmetrical. Let's listen to their conversation:

Visual Vincent: "Beautiful home."

Kinesthetic Kate: "Yes, I appreciate the color coordination in

this Victorian restoration.”

Visual Vincent: “Well said.” Vincent appreciates the short phrase, the pause, the tone of voice, the reference to color, the observation and the factual reference to the Victorian period (which is well known for its manners and formality).

Visual Vincent: “Do you know a lot about Victorian architecture?”

Kinesthetic Kate: “My doctoral thesis was *The Victorian Influence on Architecture in America*. Would you like the history of this house?”

Visual Vincent begins seeing Kate very differently. With her understanding of Vincent’s Visual type, she chose to be Visual and proper, to use short sentences, and to refer to facts and things he can see. Even the tone of her voice shifts to being more authoritarian. Normally, she finds using this style quite tiring, and she hopes that he has few questions. She much prefers quiet, and she wonders why she even came to this party with such loud and intrusive people.

Vincent declines her offer, and she gets up and offers her hand.

Just then Haptic Harry arrives. At first, it looks like two bull reindeer sharpening their antlers, both competing for position. Harry craves stimulation, and Vincent loves authority and position. However, like Kinesthetic Kate, Haptic Harry is a conscious communicator and knows the benefit of cooperation and working together. He shifts his style, stands very upright, and introduces himself quite formally. He offers his card and begins his conversation.

Haptic Harry: “As you can see, I’m the founder and president of a small corporation, World Learning Center. I understand you’re a partner at XYZ Data.”

Visual Vincent: “Yes! How may I be of service?”

Harry eloquently defers to Vincent’s authority and also establishes his own. He immediately allows Vincent to stand and be strong. Vincent formally offers his card, and Harry suggests sitting as he pulls a chair into position exactly opposite of Vincent. He mirrors Vincent



and allows Vincent to lead the conversation. Vincent knows that “small corporation” is the category for companies with less than \$500 million in annual sales, and he appreciates Harry’s precise use of the term. He recognizes the name of Harry’s corporation, so he quickly develops a renewed respect for Harry. Harry seems to be dealing with facts, asking short, quick questions and waiting for answers. Because Harry shows respect by deferring to Vincent’s expertise, Vincent offers respect in return. Besides, Vincent notices Harry’s Rolex watch, his palmtop organizer, and the gold Cross pen Harry used while on his cell phone with his stockbroker.

The result of any communication is the response it elicits. If Haptic Harry had chosen to be, he and Visual Vincent could not have worked together and cooperated in any fashion.

Now the relationship pro, Auditory Alice, joins the party. She approaches when Haptic Harry is completing his phone call, and uses her skills to shift from one style to the other. She starts the relationship with Haptic Harry before he leaves and immediately shifts to relate more with Visual Vincent.

Auditory Alice is being very open in her stance with her weight on one foot. She nods her head up and down and asks Haptic Harry, “Could you get me another glass of champagne, please?” Her voice goes up at the end. Then she offers her hand to Visual Vincent and introduces herself, “Hello, my name is Alice.”

From relaxed and leaning on one foot with her head bobbing up and down, Alice now stands symmetrical and straight, and exhibits very little head movement. She definitely gets Vincent’s attention when she shifts to authoritative stance. They stand rather than sit, as it appears Vincent is doing his best to impress her. Certainly, he wants, as always, to be seen as an authority. Auditory Alice wants relationships more than anything else, but she is willing to acknowledge Vincent’s need for authority because then she can claim another friend.

Visual Vincent likes to be correct and have the facts. Did we provide enough facts for the Visual Vincents of the world?

## *Further Thought and Practical Application*

Did you recognize yourself or people in your life who communicate as Vincent does?

Can you see the spots or flecks in people's eyes when you shake their hands? Are their pupils dilated or not? (Just checking to see if you remember visual acuity.)

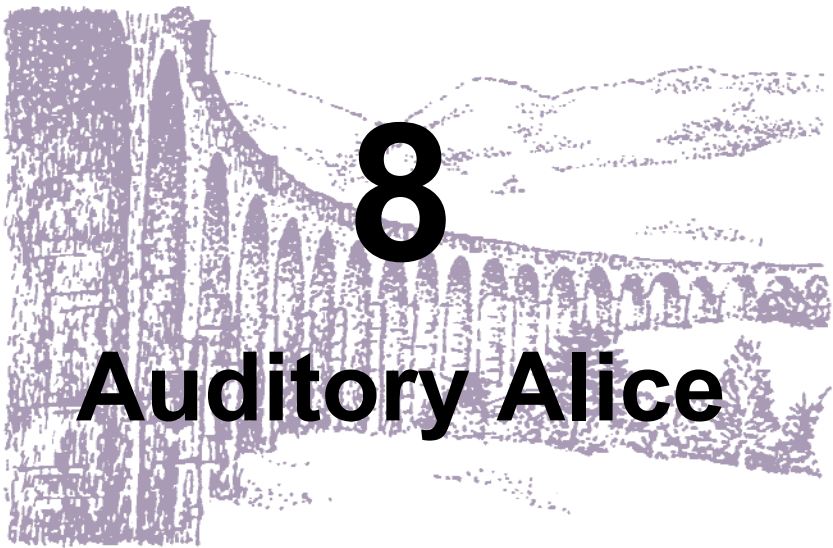
What are the advantages and the challenges of being and/or relating to this communication style?

How might you be able to better relate to others with this new knowledge?

What are the key characteristics of being Visual?

If you are not Visual yourself, how and when might you want to incorporate the Visual Language style in your life? Try shifting to the Visual language style with Visual people. Do you notice anything different?

If you are Visual, do you notice areas where shifting your style might be helpful in communicating with others?



8

**Auditory Alice**

OK. Let's loosen up a little. Put on some comfortable clothes, and let me fix you a beverage and some hors d'oeuvres.

Auditory people know the importance of relationships, and certainly offering food is a great way to build rapport with most people. So, let's learn more about Auditory Alice – how to recognize her style and understand her feelings. You'll also learn more about how best to communicate and build rapport with an Auditory! How does that sound? As I introduce you to Alice and the Auditory pattern, I think you'll even hear my writing shift to a more relaxed, casual, emotional, relationship-oriented style.

The opposite of facts and visuals are metaphors and emotions. For the Auditory person, the relationships, the people involved, and the stories with which they might relate are as important as facts and pictures are to the Visual person. To give this chapter a truly Auditory feel, I'll begin my explanation with a story.

Once upon a time, many years ago while I was in college, my journey to better communication began. I grew up in the 1960s, when our main form of communication seemed to be burning flags and staging protests. I felt that there had to be a better way, but didn't know what it might be.

I worked my way through school and graduated as an aeronautical engineer. In the course of my studies, I realized that the communication style of engineers differed greatly from most other people's styles, and I began a quest to discover better communication. Before I ever got to work in my chosen field, I became a victim of downsizing in the aeronautics field. I found that the market for my skills had dried up.

I made lemonade out of this lemon. I got a summer job and, in the fall, I went back to school – in Firenze, Italia (Florence, Italy). This was where I met Dr. Paulo Franchini, whom I mentioned in Chapter 7. Dr. Franchini eloquently communicated his theory that all language is a complex form of mathematics with levels of abstraction and degrees of utility. A pointed finger and two, outstretched arms, for instance, create

two completely different feelings. The pointed finger is more direct, and much less open to interpretation.

Using a description involving human qualities is very different from using a graphic describing degree of utility and levels of abstraction. The Auditory readers will understand that when I point you toward a graphic, I am in fact pointing away from my humanness, and our relationship is broken. Describing hand signals is less formal than, say, a graphic of arrows. Also, descriptions are stories that require a storyteller and a listener. If I used a graphic for an Auditory person, a man-made drawing rather than a computer-generated one would best serve humanness, even if lost something in accuracy or polish. That humanness feels better to Auditory people.

Care for another canapé? Do you feel the general friendliness of an Auditory person? Does it feel good to be friendly? You might even notice that I am asking you questions rather than making demands. Would you please breathe deeply and relax back into your chair?

Breathing deeply is also a characteristic of an emotional person, used to indicate safety. When people are tense and their breathing is shallow, they are on alert and are being more Visual and analytical rather than spontaneously emotional. When people appear less relaxed and less spontaneous, they may be feeling less safe. If you encounter this lack of security and shallow breathing, you might want to present more facts and use more Visual language to put the person at ease.

Auditory patterns of communication are more vague and abstract than the Visual pattern. As I mentioned in Chapter 7, this style of communication has a tendency to put the listener into a trance. Dr. Milton Erickson demonstrated this quite well with his method of speaking to the subconscious through hypnotherapy. Any trance state is deeply relaxing, so Auditory communication patterns, with their lack of concrete details and strong storytelling qualities, can be very comfortable for the person listening to them.

This trance-inducing style can be highly effective with children, employees, or potential clients. This is the reason there are laws that allow for “buyer’s remorse.” Once a person is out of the mesmerizing influence of a manipulative seller’s communication style, he may change his mind. The law says a person can return most items for a refund within a specified number of hours.

The Auditory person wants trance, relaxation, vagueness, stories, and relationships – quite different needs from the Visual person. An Auditory person’s favorite words are “hear,” “feel,” “empathy,” and “compassion.” Auditory people prefer:

- Sounds and emotions
- Stories and long conversations filled with emotion
- Recordings
- People, sounds, interactive participatory presentations
- Passionate dialogs and relationships

Now let’s listen directly to Auditory Alice.

*You know me! You know how important your love is to me, and I trust you know how much love I extend to you. Relationships are the most important thing in my life – love and spontaneity. Other people’s enthusiasm fuels and excites me. You know how important a good time is to me. Having a lot of fun and seeing others having fun, too, is important isn’t it? More relationships and having more people around me demonstrate my popularity.*

*The great thing is that others gain enthusiasm as they seem to catch mine. Having a good party, making sure I’m well presented in public, wearing the latest fashions and brightest colors, tells everyone my likes are what other people like. When it’s popular with others, it’s popular with me.*

*People consider me quite compelling and impressive, and that’s fine with me. Comfortable is my middle name. I am always comfortable with other people – in groups, on the phone, one-on-one. People seem to be drawn to me. Loving to talk helps, and you know my love for talking. You know, people love my stories and tell them to everyone. Do you have a story to tell me? .*

*I love stories, but spare me the details – they’re so overrated, don’t you feel? Do you like to deal with details, follow though, or having to cope with paperwork? How do you stand it? Talking to people and influencing them with my ideas – developing relationships, you know? That’s my thing. For the paperwork, give me a secretary.*

*Some people call me superficial and sarcastic, but that’s their problem. You know, many people are just jealous of my popularity. People call me magnetic, enthusiastic and persuasive. Don’t you feel it’s important to be warm, friendly, poised, and sociable? I trust people almost immediately, and I’m sometimes disappointed that they don’t live up to that trust.*

*People accuse me of not living up to my commitments, but I get bored easily. I get enthusiastic about everything new. Besides, who likes to say no to anybody? When you really want me to do something, you’ll have to check up on me from time to time, because I tend to leave everything till the last minute, but I’m good under pressure.*

*Some say I’m too optimistic, but I feel optimism is much better than pessimism, don’t you? I mean, they also say that I can sometimes be a little shallow and self-promoting, but I don’t feel I’m that way at all. I’m just open and friendly, and I don’t mind being in the spotlight. I do like to do things at a pretty hectic pace, and maybe people just get tired trying to keep up with me. Given my choice, I would drive a...um...a red Porsche convertible. (The “um” is highly significant by the way, as we Auditory people like to have a continual sound stream, so we fill pauses with sounds..) I’d love being seen and admired by others in my fancy car. I might even occasionally watch myself drive by in a shop window.*

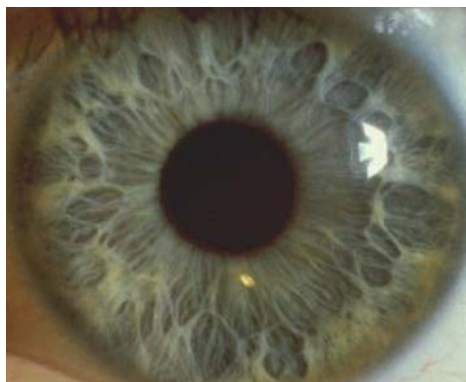
*I’m very socially aware. I love getting social recognition and image enhancement. For this, of course, I need people around me! I’m usually very comfortable in a crowd, especially when I’m the center of attention! I tend to measure success by how many people like me.*

*I have pictures all around my office, and I’m in every one of them – here I am with the family, here I am with the fish I caught, here I am with my car. People say if they had to identify me with an animal, it would be a goose or a lion – because I like to be a member of the flock or pride.*

# *The Auditory Language Style*

## Feeling Type

- Flower-petal openings
- Relationship Oriented
- Favorite Pronoun: “You”
- Favorite Verbs: I feel,  
I hear
- Excels at: Joy, Vision,  
Sociability, Rapport



Alice has open, flower-petal-like structures in her eyes. She, like most Auditory people, is spontaneous and approachable. She focuses on becoming your friend, and the more she becomes your friend, the harder it becomes to see her as a credible authority figure, because the behaviors that enhance one image undermine the other. Although Visual Vincent’s stance, tone of voice, formality and way of dealing with facts do not encourage relationships or familiarity, they do project authority and credibility. Think about college professors who are quite knowledgeable and stand apart as an “authority” or hide themselves away from their students. Think about people who are great working with detailed facts and figures, but have challenges relating to people, even members of their own family. These folks are probably Visual. Now think about people with relaxed posture, who shift their weight to one leg and breathe deeply – people with music in their voices, smiles on their faces, and an open hand to shake. These ingratiating, rapport-building gestures belong to Auditory Alice.

Do you remember how Visual Vincent used monotone and facts? His style showed us that he was less focused on building rapport than on “getting it right.” In comparison, Auditory people often use multisyllable words to assist in rapport-building. It’s difficult to be mon-



otone when you say, “Absolutely.” Multisyllable words automatically soften the factual, digital responses. A digital, monotone “yes” is unconsciously heard as powerful and authoritative, which can break rapport. However, following “yes” with the music of “absolutely,” “exactly,” or “perfectly” gives the answer and builds rapport at the same time.

Please remember that musical tones are rapport building. Auditory people like sounds. They like being in the flow with others. They use verbs that refer to sounds and feelings. They speak eloquently and quickly. The preferred pronoun for the Auditory person is “you.” An Auditory person loves people, stories and relationships. Even their use of “you,” being both singular and plural, is significant; they don’t want to break rapport with anyone. They hear, they feel, and they are very spontaneous. They quickly respond to those around them with their perspective and their feelings.

Latin people are often known for their passion, emotion, spontaneity, and their love of family. They are quite often Auditory. Spanish itself is an Auditory language. Do you hear the musical tones in “Buenos Dias” and “Gracias”? I believe the tonal qualities of Spanish contribute to the passion of the culture. I feel it is no accident that their eyes quite often have the openings of the Auditory language style.

In fact, I received one of my best lessons in rapport building while on my first business trip to Mexico. While checking into the appropriate business hotel for my station, I looked over the seven bags that I had traveled with from the United States. I had sample bags, gifts, catalogs, promotional material, and clothes that I moved through customs with great difficulty. I was speaking a new language continuously, and by the time I took a taxi and finally relaxed in my room I was exhausted. A bowl of fruit from one of my future customers welcomed me to Mexico. That simple gesture spoke volumes to me as a visitor to a totally different culture. I sat down to eat a piece of fruit and began counting my bags that had arrived in the room. One was missing. It was the bag of all my clothes. After moving beyond my panic and reporting the

items lost, I went to purchase new clothes in a men's store near the hotel.

Even though my bag remained lost, my new clothes – cut in the fabric of Mexico, made in Mexico, in the Mexican style, and color schemes common to the Mexican culture – built more rapport than I would have created with the finest American clothes. My willingness to adopt the local dress code, combined with my efforts to use their language, quickly earned my acceptance into their family. Being in the family – being one with my clients – assured my success, and I felt truly honored and respected. More importantly, I was included.

Now let's hear the Auditory in group interaction to see how Alice views other people:

As before, Visual Vincent is wearing a suit with a tie – he's impeccably and formally dressed. Haptic Harry is wearing a sports coat, open-neck shirt, and possibly a festive sweater vest. Auditory Alice is wearing a festive red dress, and Kinesthetic Kate is wearing pastels in a soft, flowing, dress.

Auditory Alice is standing with her weight first on one foot and then on the other. This "at ease" stance communicates unconsciously that she will not attack, so it's a rapport-building stance. This safe position connotes safety, just as an open handshake tell another, "I have no weapons in my hand." Alice is standing to the side of the small group – also a relationship stance. She is breathing deeply and nodding. Her deep breathing and movement are her way of being. Auditories are life's moving targets; by moving, they stay safe.

Alice may feel quite tense on the inside, but she appears relaxed, at ease, and "approachable." Auditory people stand with their weight on one foot and then they shift it to the other foot.

Like Visual Vincent, Auditory Alice has interpretations of the others in the group. Remember that her judgments may be far from the actual reality. Alice is evaluating others solely from her own frame of reference.

Auditory Alice sees Kinesthetic Kate and thinks, "She's so sweet

sitting over there so quietly. She reminds me of my little sister – shy and not able to relate well to others. I know she would like to have me as a friend. My sister certainly liked me. You know, that’s what I’ll do. I’ll make friends with her. I’m sure she has some interests I can draw out of her. Maybe I’ll offer her some food and we can share a plate. I know – I’ll get her some cookies. Everybody likes cookies. She’s just too shy to get up. I’ll introduce her to my brother. He’s shy, too. Maybe they could have a relationship. I’ll give her his number and cheer her up.”

Never does it dawn on Auditory Alice that Kate is being silent out of choice, that she is appreciating the subtle beauty of the wood texture in the antique table in front of her, or the mixed scents in the air. She has many friends, but she prefers a tea ceremony with one honored guest in her Japanese garden. There she will brew the tea to the ideal temperature, cut the flower at the precise moment for full bloom, and invite the person at the perfect time for light and temperature in the room. She enjoys being in an environment that she has taken care to perfect for her needs, and for the people close to her. She is not timid, simply selective. Far from sad, Kinesthetic Kate is infinitely happy with her life and her environment. In reality, Kate is extremely sensitive, but far from shy. Still, based on her own needs and behaviors, Auditory Alice could innocently misjudge Kinesthetic Kate.

Auditory Alice sees Visual Vincent and thinks, “He stands so erect – like his underwear is heavily starched. I’ll bet a dollar he sends his silk pajamas to the laundry! I wonder if he ever relaxes. He does look like he’d be a good provider, and he’s known as an authority. I wonder what his specialty is? Could he relate to and value a powerful woman at his side? I wonder how he would respond to me? How would he be with children? Does he relate well to his family? Would he wear a tie even at family gatherings?

He seems so formal. But people certainly respond to his authority, and he shows tremendous credibility. Look at how he presents his

business card: powerfully, from his gold card case. I'd like to meet him. I'll bet he's a partner in a prestigious law firm or something. Even with my advanced degree, people don't defer to me like they do to him. He must be very accomplished."

Remember, relationships are important to Auditory Alice. She has a PhD in Global Economics and travels the world, yet she often gets less respect than she deserves, and her degree is often disregarded. She speaks 10 languages, yet she is often viewed as having less authority because she is a friendly woman who communicates in the Auditory style – moving away from the posture of authority, and toward increased rapport. Alice and Vincent are simply different styles. Alice's extra words and spontaneity are completely different from Vincent's Visual, deliberate style. Do you see how either style might naturally be oblivious to the other and/or misinterpret the other's actions?

Alice and Vincent could be great friends and offer much to each other. They are almost mirror opposites, and both would benefit from learning the style of the other. Alice will admit that her familiarity sometimes limits her authority, and Vincent knows that his authority sometimes limits his relationships.

Auditory Alice sees Haptic Harry and thinks, "There's Harry again, still on the move. I love talking to him. He's always looking for more answers and new ways of doing things, but I wonder why he never really acts on some of his great ideas. Variety and change seem to be his middle name. He stimulates me and gives me different perspectives. He would be very stimulating in a relationship, but I know I'd be exhausted. He's simply not stable enough for me, no matter how successful he is! He could lose it as quickly as he makes it. It certainly must be exciting being in his life, but at what price? How long would he be with me before he was off to another person? He certainly must meet some interesting people on his journeys. How does he keep going?"

Remember that Haptic Harry went to a college whose motto is

“learn by doing.” He thrives on stimulation, and his continual shifts of perspective would give Auditory Alice little hope for a long-term relationship. In fact, those shifts might even appear threatening to her. It’s not his willingness to risk and make mistakes that bothers Alice most – it’s his lack of stability. She would respond to each shift in Haptic Harry, even when he would shift back and forth simply for perspective, and the emotion and movement would be exhausting for her. Auditory Alice breathes and moves in response to stimuli, and Haptic Harry would certainly be stimulating. But she would never have an opportunity to evaluate which situation feels most comfortable so she could shift less and rest more.

Let’s use the ACI™ and look at how Auditory Alice might relate to these people more appropriately:

Auditory Alice approaches Kinesthetic Kate with a smile, her hand extended. She sits beside Kate and asks her name. Alice talks about her life and asks Kate about hers. Alice is casual and relaxed in her posture, friendly and approachable in her manner. Kinesthetic Kate, tentative at first, is a great communicator, so she quickly adjusts her posture to match Auditory Alice’s. Alice’s head is tilted, and she often nods. Her body is more asymmetrical.

Auditory Alice: “This home really feels warm and welcoming.”

Kinesthetic Kate: “Yes, you can tell the owners really love people. The gracious touches that anticipate the guests’ wishes are courteous. I love the small pictures of loved ones tastefully placed around the home to share with us.”

Auditory Alice: “They’ve welcomed us into their hearts as well as their home, haven’t they? It’s very gracious.”

Alice appreciates putting words to her feelings while Kate notices the subtle. Their mutual comfort broadens Alice’s overall sense of the home. She’s always felt that a house was not necessarily a home. Kate’s references and sensitive observations broaden Alice’s apprecia-

tion of the home and of Kate.

Alice continues her conversation and respectfully asks:

“If it’s not too personal, will you tell me about your home?”

Kinesthetic Kate: “It’s very kind of you to ask.” Kate senses that Alice may understand honor and value sensitivity. “I’ve been schooled in Feng Shui, the ancient Oriental discipline of placement and interior design, and I’m very comfortable in my home.”

Auditory Alice: “I’ve heard of Feng Shui. It’s a fascinating science. I would love to live in that kind of world and experience that kind of home.”

Kinesthetic Kate is grateful that Alice didn’t ask directly for an invitation, and she extends an invitation for tea the next week. A new friendship is born. Alice will learn a new world of sensitivity, honor and respect. Kate will have a new friend and realize that people can be much more than first impressions would suggest.

Auditory Alice now sees Kate very differently because of their conversation. Being Auditory and concerned with building rapport, Alice matched Kate in the soft tones and frequency of her speech. They built rapport and respected each other’s perspectives. The tone of Alice’s voice shifted to more Kinesthetic, Kate’s natural method of speech. She finds new friends exciting, and Kate’s style is quite different. This is a new adventure. Though Kate much prefers quiet and wonders why she even came to this party with people so loud and so intrusive, she finds Alice respectful and courteous in spite of her appearance. Alice ends her conversation with a slight nod, which Kate matches. Kate extends her hand, glancing slightly down as she repeats her invitation assuring Alice of her wish.

Just then, Haptic Harry arrives with loud bravado.

Haptic Harry: “Alice, I have been looking all over for you!” Alice thinks, “Yes, you and everyone else.”

Auditory Alice, knowing now that Kate is simply sensitive rather than shy, touches Haptic Harry’s arm slightly and says, softening her

voice, “I’m right here, Harry.” She turns his loud energy away from her sensitive friend, winks at Kate and quietly says to her, “He’s really harmless. He’s just loud.” Kate smiles and looks down as Haptic Harry says, “What?” Alice guides him over to the buffet table.

The interaction between Haptic Harry and Auditory Alice is like a tango or a fencing match: parry and thrust, flying from one topic and one person to another.

As we’ve pointed out before, Haptic Harry thrives on stimulation and perspectives. Although Auditory Alice loves relationships, Harry’s seemingly short attention span makes a relationship somewhat difficult.

While listening to their interaction, keep in mind that Haptic Harry likes stimulation and Auditory Alice is very stimulating. Auditory Alice wants relationships, and Haptic Harry knows lots of people and has lots of perspectives. Haptic Harry shifts easily in communication, moving quickly into the relaxed atmosphere and allure of Auditory Alice. She knows she has a willing victim in her web of friendship, and lingers at his arm, expanding the flirtation and connection. She also finds that touch seems to calm this active person. They continue to shift positions as if they are in a dance, each one mirroring the other, blending in a relaxed, symbiotic dance.

Auditory Alice: “How is your sister, and how is that handsome vice president of yours who invited me to dinner?”

Haptic Harry: “My sister is wonderful. She’s around here somewhere. And that VP is still enchanted with you.”

Auditory Alice realizes that Haptic Harry’s flitting about is not out of disrespect to her at this moment, but out of his natural style. Auditory Alice knows that her preference is constant adoration by her partner so people know they are together. She recognizes this not out of insecurity, but simply out of preference. So Auditory Alice forgives Haptic Harry’s multiple perspectives and continual scanning of the room. She can easily match him and develop a relationship, and they can

certainly be friends. She also realizes that his multiple perspectives make it difficult for him to be connected with one person for long, unless that person understands and forgives his style. Auditory Alice has enough understanding and confidence through ACT™ to tolerate Haptic Harry for a while.

This allows them to blend and work together more effectively.

The meaning of any communication is in the response that it elicits. If Haptic Harry could learn from Auditory Alice, all his relationships would be richer.

Let's look at the new relationship pro, Auditory Alice, as Haptic Harry leaves to find another person in the party. Watch how she communicates differently as she approaches Visual Vincent and starts with relationship in her interactions.

Auditory Alice approaches Visual Vincent with a stance that matches his and with a formal attitude that Vincent respects. Alice introduces herself, "Hello, my name is Alice." Her tone is quite different from when she spoke with either of the other two styles.

Visual Vincent: "Hello."

Alice shifts her stance and demeanor. She stands symmetrically and moves her head very little. Visual Vincent is listening; she has his attention. They stand rather than sit. Alice is doing her best to communicate authority and credibility, because she knows this is Visual Vincent's pattern of communication. Alice is willing to acknowledge Vincent's need for authority as long as she has claimed another friend.

Soon Visual Vincent suggests sitting side by side on the couch to be much more relaxed, which is an Auditory preference. Auditory Alice has succeeded in communicating and developing another relationship.

Now that you know the Auditory style, can you see yourself or your associates speaking this language? Do you see the advantage and challenge of using and/or relating to this style?



## *Further Thought and Practical Application*

Do you know which people in your life prefer the Auditory style?

What are the advantages and the challenges of using and/or relating to this communication style?

How might you better relate to others with this new knowledge?

Can you see the flower-petal patterns in people's eyes when you meet them?

If you're not Auditory, try standing with your weight on one foot. Do you feel different? Do people around you respond differently?

How and when might you incorporate the Auditory Language in your life?

If you prefer the Auditory style, can you think of times when another style might work better for you?





9

# Kinesthetic Kate

*Sight slips over the surface of the universe. The hand knows that an object has physical bulk, that it is smooth or rough, that it is not soldered to heaven or earth from which it appears to be inseparable. The hand's action defines the cavity of space and the fullness of the objects which occupy it. Surface, volume, density and weight are not optical phenomena. Man first learned about them between his finger and the hollow of his palm. He does not measure space with his eyes but with his hands and feet. The sense of touch fills nature with mysterious forces. Without it, nature is like the pleasant landscapes of the magic lantern, slight, flat and chimerical.*

– Henri Focillon

What would the world be like without the sense of touch? We live in a predominantly Visual society. What if we valued the sense of touch more than the sense of sight? How might a more Kinesthetic culture be different from our own? Let's get a sense of the Kinesthetic style.

Do you hear the joy of songbirds in the morning when the unexpected light arrives after a seeming eternity of darkness? Do you feel the gratitude in their voices as the light warms their bodies after the chill of the night? Do you understand why they fly south for the winter?

Do you feel that sometimes people are too loud? That animated gestures are often threatening? That often the world is too harsh and foreboding? Do you find it difficult when someone expresses feelings, even if the feelings are those of love? Are you truly comfortable with only a few people? Are most of those few people also members of your family?

Do you believe that few people honor and respect you to the level that you honor and respect everyone else? Do people accuse you of being too sensitive? Have you ever felt your sensitivity is a curse?

If you answered 100% true to each of these questions, the chances are good that you're not just sensitive – you're Kinesthetic. If you answered no to one or more of these questions, can you recognize someone you know in the descriptions? How would you respectfully interact with those people?

Knowing that touch is nourishment to them, would you rush out and give them a hug, or would you respectfully wait for an invitation to come close? Is your need to connect with them as strong as their need for safety in being with you? Do you respect their language and match it?

Are you sensing the care required to truly connect with these sensitive people? I hope so! If we all could learn the kind of respect this style has for others, this world would truly be peaceful and harmonious.

There is a tremendous richness to the Kinesthetic style, one that makes life truly worth living. The Kinesthetic accomplishes this richness with an extreme sensitivity. Please understand sensitivity is an asset. Contrary to most thought, this sensitivity is a strength rather than a weakness.

Japan, China, and Korea (all highly Kinesthetic cultures) invented most of the martial arts currently in practice - largely because the government forbade ownership of weapons by the general population. They learned to use their bodies as weapons. Though many view martial arts as violent and sometimes loud, the discipline involves becoming aware of the connection between you and your opponent, your hand and the pile of bricks you want to break, you and your breathing, you and every nuance of your environment. Our martial arts cinematic heroes, Bruce Lee and Steven Segal, are bold and confront conflict. This portrayal of the honorable Samurai is only part of the true martial artist. The strength a martial artist brings to a conflict is a constant awareness of his body and its connection to everything else. Even when not in conflict, martial artists extend or withdraw their “chi” awareness, able to sense or ignore more of what is going on around them. With this awareness, they are able to win every fight by avoiding all senseless ones, engaging only in mandatory bouts.

Aikido, one of the martial arts, actually senses the opponent's energy and movement. Practitioners combine their energy with their opponent's and use both against any adversary. Masters of Judo use an opponent's energy and redirect it for their advantage. A fighting Tai Chi

master actually told me that he enjoys being hit, as he accepts the chi of his opponent, transforms and stores it in his body. Then we he returns his hit, he has his own energy, his opponent's and maybe the energy of a couple of other people. All these activities require incredible, subtle awareness of self and the environment.

One master black belt in archery, one of the little-known martial arts, demonstrated his mastery to his students by hitting a bull's eye in a dark room blindfolded. This mastery proved sensitivity and awareness beyond most people, except Kinesthetics who have mastered their style and their world.

Kinesthetic societies also have a different approach to medicine. Practices such as the reading of different pulses in the body to diagnose an illness or the use of acupuncture, with its tiny needles and pressure points, require incredible sensitivity to the patient's body. The goal is to restore harmony to the body using herbs and subtle changes before severe, destructive patterns ever occur. Using this kind of delicate medicine requires amplification rather than reduction of sensitivity.

To match the Kinesthetic style, this chapter will be less about facts and figures or stories and emotions than previous chapters. Instead, we'll discover subtleties much grander than most people ever comprehend. Kinesthetic people embody kindness and gentleness in their spirit, and the words *honor* and *respect* are much more than words to them. Honor and respect are integral to their being. They know of no other way of truly being. In fact, they believe that when others do not respect them, the others do not like them. They believe those people are being unkind, rather than unaware or insensitive. Kinesthetic people can hardly even acknowledge the existence of insensitivity.

Kinesthetics are more about sensitivity and senses than facts or feelings. Kinesthetics are about shades and tones rather than colors and sounds. The Kinesthetic style is the depth and sensitivity of eternity. It is the quality so eloquently offered in French philosopher Henri

Focillon's description of touch adding dimension and creating connection, of knowing about everything we encounter, "that it is not soldered to heaven or earth from which it appears to be inseparable." This is a quality held in your heart that is not available in Visual landscape.

Iris Marion Young, PhD, amplifies that understanding of connection in "Throwing Like a Girl and Other Essays" (1990:

*Touch immerses the subject in fluid continuity with the object, and for the touching subject the object reciprocates the touching, blurring the border between self and other.*

Kinesthetic connection is the feeling that there is no separation between anything, and this quality is accomplished through touch. Touch is the most reciprocal of senses; you can't touch without being touched. When a Kinesthetic senses anything, they find it difficult to disassociate from that sense. They live in a world that is truly associated with the sensations that surround them. Kinesthetics find it very difficult to move to the Visual style and simply disconnect by thinking or evaluating something. They find it challenging to respond spontaneously to a particular situation, as an Auditory would. Kinesthetic people connect with things around them whether they like it or not.

The one form of disconnection that may feel natural to them is to numb their Kinesthetic sense, or remove themselves entirely from the situation they find themselves experiencing. With discipline and by learning the other styles, Kinesthetic people may learn to enjoy interacting with the Visual, Auditory, and Haptic styles. They may find that they appreciate being hit energetically like my martial arts master, if they learn to redirect, transform, and thrive on the energy surrounding them. With all of the other styles reciprocating by learning the advantage of being Kinesthetic, we all become as much as we can be.

Do you feel the quality of the Kinesthetic person? Let's sense Kinesthetic Kate through her own words:

*I prefer an environment where things are safe and secure. I'm very interest-*

*ed in long-term, solid relationships with other people, and I don't like it when things change too quickly. I am slow to warm to some people, but once I give my trust to someone, it stays that way. I have a deep sense of loyalty and commitment. I generally stay in the same job or stay with the same partner for years, preferring the known to the unknown.*

*I am very sensitive, and wonder why some people are so loud or threatening with their gestures. I'm very considerate when making a decision, thinking of how this will affect others – my family, my friends, etc. I get frustrated by others who make decisions flippantly and then have to backtrack because of their haste. Whenever I want to buy something major, I will go out and gather information so that the decision I come to will not be a spur-of-the-moment one. This sometimes frustrates others; they think I'm being unnecessarily slow and methodical, but really, I'm just being deliberate and feeling my way through the subtleties. I see so many others making hasty, unsatisfactory decisions, and I don't want to do the same.*

*I get satisfaction from saving money by buying items I want at sale time. I'm quite prepared to wait until what I want is available at a sale. I like to avoid conflict at all times. I prefer quiet and people who respect my sensitivity. Many of my friends think I should be a counselor, because I don't judge or tell others what to do to solve their problems. I'm always there to listen with compassion. I love touch, but only in appropriate circumstances.*

*I wish others would be less outrageous. So often I find their loud voices and large gestures disrespectful. They run so fast they often trample the flowers at their feet. They would respect the little things more if they felt the pain of the trampled the way I do.*

*I enjoy the company of friends and family and can always be relied on to be consistent, passive and patient. The family is very important to me, and I'm very protective of my children.*

The Kinesthetic person has a highly developed sensitivity. Feeling safe is vital. They respond to soft, subtle and quiet conversation. They resist change, preferring things to remain the same. Insensitivity and loudness of any kind are most threatening to this type. They oper-



ate slowly and are very much into safety. They are very considerate of other people, sometimes at their own expense. Animals which typify this type are doves or bunny rabbits – all sort of soft and cuddly. They would prefer a beige station wagon with air bags and lots safety features as a vehicle. Beige because it doesn't stand out, safety features because safety is their number one priority, and a station wagon because they can get the whole family into it.

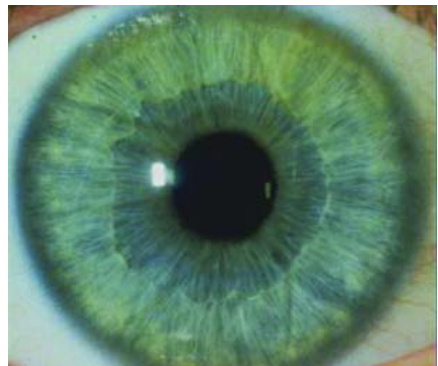
Even the word “feelings” is more of an Auditory word than Kinesthetic. The word *sense* might better describe a Kinesthetic person's quality of receptivity. Common use of the word “feelings” is more about emotional state than physical body sensations. When people ask you how you feel, would you ever respond with “My left knee says this,” or, “my right ankle says that”? Kinesthetic people have extreme sensitivity in every area of their body unless they have consciously diminished that sensitivity.

Identifying this communication style with the Advanced Communication Index™ is much easier than connecting with them in

## ***The Kinesthetic Language Style***

### **Physical Type**

- **Straight lines/streaks,  
no dots or openings**
- **Senses with Whole Body**
- **Empathetic, Balanced**
- **Favorite Pronoun: “We”**
- **Uses verbs: I'm touched**
- **Excels at: Stillness,  
Connection, Mediation,  
Amiability, Balance  
&Service**



communication. The Kinesthetic eye pattern has an absence of flecks or rounded openings, and has straight eye fibers. Although many Kines-  
thetics have brown eyes, every color eye has every kind of pattern. Kines-  
thetic types sense things with their whole bodies. There is a stillness and  
a continual connection with their environment. Their personality is ami-  
able and intuitive due to their remarkable understanding of subtle details.  
They have incredible talents of connectivity with everything and every-  
one in their surroundings, which contributes to great skills in mediation.  
Often you will hear their favorite pronoun, “we.” “That touches me,”  
“we all sense that,” and “grasping concepts” are all Kinesthetic expressions.

Research has found high percentages of Kinesthetic learning/  
communication styles among people of African descent, Asians, and  
Native Americans. The effects on a culture of having such a high per-  
centage of Kinesthetic learning/communication styles can be best  
described through an experience I had with an Asian family. They had  
recently emigrated from China to the United States. In our conversa-  
tion, I began to sense the tremendous importance honor and respect  
had for them. They shared with me some of the qualities that are the  
foundation of their culture, and how those qualities were demonstrated  
in their family.

Since I enjoy languages and other cultures, one of the first things  
I usually ask people is, “How do you say ‘thank you,’ ‘please,’ and ‘I love  
you’ in your language?” To my surprise, my new friends revealed that  
the Chinese don’t say, “I love you.” It’s too emotional. Those are just  
words, and words can be disrespectful. Even between husband and  
wife, actions are valued over words. Words can have so many interpre-  
tations, so many mixed sensations, and then be gone with the next word.

The Asian attitude of, “actions speak louder than words” could  
also be a style of communication. Now I more fully understand the  
experience of my friend Dan. Dan is “out there” in everything he does.  
His gestures are large, his voice is loud, and his excitement exudes from

his pores. He has a huge heart, and when he feels, he feels intensely. When he loves, he loves with his whole being and the world vibrates. Dan has always been attracted to very sensitive (and, I'm sure, Kinesthetic) women. He would approach them respectfully, but quickly fall in love. As soon as he would communicate that love, these delicate ladies would back away. Feeling abandoned, Dan would tell them more directly, "I really love you," and they would back away even more. Finally, Dan would push them away completely with his persistence. Dan's feelings were not incorrect or untrue; his intensity was simply viewed by the women as disrespectful. Dan's predicament revolved around his style of communication, not his message. I hope he can learn to speak the Kinesthetic language. And to all the Kinesthetic females who know Dan or people like him, please don't kill the messenger. When the message is too loud, simply ask them to calm down and speak your language, softly.

Understanding Kinesthetic values also explains the Japanese gesture of presenting your business card with both hands, bowing and casting eyes down, allowing the giver of the card an opportunity to access the Kinesthetic portion of the brain and sense the receiver. Do you sense how different this is from the Caucasian handshake, direct contact and loud voice? Can you understand how moving quickly to the next person in the group might be perceived differently by a Kinesthetic person or culture?

The African-American culture demonstrates a similar, although different, Kinesthetic greeting with their multi-actioned "Dap" handshake, which has several variations of touch in one handshake. It also allows a longer period of touching. This extended Kinesthetic connection is a different form of honoring – no hit-and-run handshakes for those who understand and value connection through touch.

A Japanese tea ceremony also demonstrates respect and honor. If you look beyond the beauty of the ceremony, you realize that every

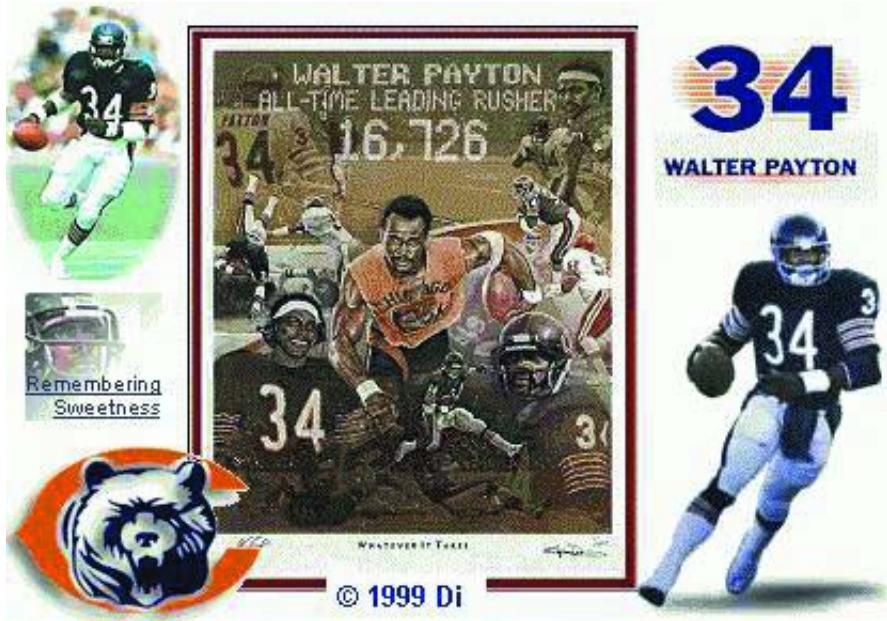
detail has been carefully orchestrated for the benefit of those invited. You realize that the time of the event was carefully chosen to place the honored guest in the sun's best light and warmth. The flower was cut in the morning to be open in its most beautiful expression exactly at the time of the ceremony. The temperature of the water (felt, not timed), the whisks of the tea broom, the texture and age of the tea, and the clean and polished surroundings are all carefully considered for the honored guest. Very different from plunking a tea bag into unmatched cups with water that was boiling for an indefinite time while continuing a conversation about a variety of topics! Though the tea may taste similar, the quality of the experiences and the honor they show are very different – especially for Kinesthetics.

Chinese friends also told me that each syllable of their language has four different tonal qualities. (Vietnamese and Thai have even more sounds for each syllable.) They pronounced the sound “ma” four different times. I asked them to repeat it. After four repetitions, I gave up. I couldn't distinguish the differences in Auditory terms, so they diagrammed the “mas” for me. One version started high and went down. The next started low and went up. Another went up and down. The last one was flat. The words mean “mother,” “horse,” “sweep,” or “table,” but I definitely couldn't tell the difference. I realized that the only way to truly “hear” this tonal quality was to feel the sound with the whole body and have a sensitivity that I did not currently possess. I was completely unaware of the subtle world of the Kinesthetic.

I was in Memphis, Tennessee, on the day that Walter Payton, the famous Chicago Bears running back, died. Payton had retired as the NFL's all-time leading rusher with 16,726 yards. He was mourned less as a superstar, though he was one of the finest, than as a gentleman.

Chicago Mayor Richard Daley said that Walter Payton “exhibited excellence, grace and dignity on and off the football field.” New Orleans Saints Coach Mike Ditka, who coached Payton for six seasons

with the Chicago Bears said, “He was the best football player I’ve ever seen, and probably one of the best people I ever met.” NFL commissioner Paul Tagliabue reminded us again why “Sweetness” was the perfect nickname for Walter Payton, and you don’t receive the nickname “Sweetness” unless sweetness is in your nature.



If Walter Payton was a Kinesthetic, like a high percentage of African-Americans, think about how hard it must have been for him to turn off his sensitivity and play football. Imagine how much pain he would be subjected to; he would feel those bone-jarring hits in every cell of his body. Could it have been that turning off his greatest sense kept him from noticing his inner promptings to eat healthy foods or go see the doctor earlier? What price would you pay for turning off your greatest sense?

All I know is that when Walter Payton left, our planet lost some sweetness. No matter how much I enjoyed watching his aerial flights of wonderful athletic accomplishment, I would have appreciated it even more if he could have spent more time with us. The same grief could be

extended to Muhammad Ali, acknowledged as much for his humanitarian efforts as for all of his tremendous accomplishments in the boxing ring. Again, if he is Kinesthetic like most African-Americans, can you imagine what all those punches felt like to him? Could his health challenges have been fewer if he had not indulged in such a violent sport?

Might other athletic greats owe their successes to their Kinesthetic sensitivity rather than better physical genetics or a greater drive to succeed? Might their understanding of subtleties and sensitivity to the little things allow them to excel more fully and microscopically improve their performance? Could we apply that same sensitive skill to our education system, our society, and all the other areas that are now predominantly Visual and analytical? Could we construct systems and areas that also included the sensitivity and subtleties of the Kinesthetic, as well as Haptic energy and Auditory emotion?

My Kinesthetic education continued with a very successful African-American entrepreneur and professional speaker, Arthur Bronner III. Arthur lives in Atlanta, and we had a short yet profound conversation where we spoke of past prejudice and the current state of bias toward his culture. We began speaking of the Visual nature of American society, the Visual style imposed on all non-Visual learning styles in American culture. We talked about how this behavior perpetuates cultural stratification to this day. We spoke of how the Visual communication style of American society is disrespectful to the sensitivity of Kinesthetic people. I asked him, "How could your culture accept..." and as I searched for another word he immediately offered, "Endured." I instantly felt the sadness that the word "endured" communicated for the African-American culture. I felt it in my body. I felt the sadness for the non-Kinesthetic people who would miss so much of the richness of truly feeling within every cell in their body. I felt the blessings that this sense offered.

Do you sense the anguish that "enduring" might imply? Do you

see how much strength the Kinesthetic requires to “endure” insensitive actions rather than simply striking back? Kinesthetic people requesting changes in behavior, and everyone more universally applying honor and respect, might be a welcome change.

In Cleveland, Ohio, I asked a group of Kinesthetic teachers about teaching Kinesthetic children to read, which is a very Visual skill. They said that any instruction for Kinesthetic children must include the senses of touch and movement. Thankfully, some systems of this kind of instruction are beginning to surface for all our benefit. I hope you grasp the importance of these systems, not only for the Kinesthetic children, but also for all of our society’s connection. In America, we should understand that the melting pot of cultures would even be enhanced, as the melting pot of communication/learning styles would offer ways to communicate with each other more fully, which might even restore peace.

Since the Native American, Asian and African cultures are all predominantly Kinesthetic, how our society would thrive if we could embrace them and learn from the blessings they are. Worldwide, cultures have conflicts with their neighbors, not only because of their history with each other, but also because of continued, unconscious communication gaps.

Ashley Montagu, in his 1978 classic, *Touch: The Human Significance of Skin*, outlines the importance of touch for development of the brain to integrate mind and emotions for survival itself. He cites scientific studies that outline touch as a vital ingredient for child development. Certainly, this development continues beyond simple enjoyment into adulthood. Humans once experiencing the therapeutic benefits of touch and massage for this biggest sense organ, our skin, value it greatly.

Though touch is misunderstood in this culture with most significance of touch associated with sex, touch has become a controversial

issue. In other cultures, men and women, adults and children, individuals of the same sex, walk hand in hand, arm in arm. The richness of Kinesthetic stimulation and connection is much greater in societies that don't limit that kind of contact to behind closed doors between consenting adults.

The awareness of Kinesthetic sensations is being further examined because of the the advent of virtual reality and the fantastic Visual stimulation available via the computer. Kinesthetic reality is not based on touch alone, or even on the duality between toucher and touched. Kinesthetic reality is "an orientation to sensuality as such that includes all senses," as Iris Marion Young phrases it in "Throwing Like a Girl and Other Essays" (1990). Young continues:

*Touch immerses the subject in fluid continuity with the object, and for the touching subject the object reciprocates the touching, blurring the border between self and other. . . . Thus we might conceive a mode of vision, for example, that is less a gaze, distanced from and mastering its object, but an immersion in light and color. Sensing as touching is within, experiencing what touches it as ambiguous, continuous, but nevertheless differentiated.*

Paul Rodaway is a British phenomenologist, cultural historian, and Lecturer in Human Geography at Edge Hill College, Lancashire, England. In his book, "Sensuous Geographies: Body, Sense and Place," Rodaway offers that our Kinesthetic realms are geographies of sensuality.

*Touch geographies are the sensuous geographies arising out of the tactile receptivity of the body, specifically the skin, and are closely linked to the ability of the body to move through the environment and pick up and manipulate objects. Touch can be passive and active simultaneously, a juxtaposition of body and world and a careful exploration of the size, shape, weight, texture, and temperature of features in the environment. Touch is above all the most intimate sense, limited by the reach of the body, and it is the most reciprocal of the senses, for to touch is always*



*to be touched . . . Many different emotions can be associated with touch -- from caring and love to disgust and hate. It is therefore a highly significant dimension of the human experience, both in person-person and person-environment relationships. We might lose any of one or more of the other senses -- sight, smell, for instance -- but to lose an ability to feel, that is, touch, is to lose all sense of being in a world, and fundamentally of being at all.*

Touch, the most intimate sense, limited by the reach of the body, is the most reciprocal of the senses, for to touch is always to be touched. Is it any wonder that the cultures that have focused and specialized in this most sensitive sense would develop qualities of honor and respect in dealing with each other and that Visual, Auditory or Haptic experts might not eloquently and completely understand this sense?

“Seeing is believing, but feeling is naked truth,” as E. Cobham Brewer, early English Philosopher, 1810-1887, put it. We get to know objects, things in the world, through touch. We engage with the world through touch, rather than merely encounter it in terms of vision alone.

Many might ask, “Can reality be determined by vision alone, without any Kinesthetic component?” I think a more interesting question might be, “Could anyone imagine any more isolating feeling than the loss of the sense of touch?” I think all would agree that the loss of sight, hearing, smell or taste would be devastating, but the loss of touch would disconnect us from everything and everyone, and nothing could be more impoverishing.

At the Natural Bridges National Monument with its incredible rock formations millions of years old and overwhelming beauty, a Natural Park Service sign encourages:

**Don't touch the rocks,  
allow them to touch you.  
If you are sensitive enough  
and still enough, they will.**

In other chapters, we looked at different behaviors for improving communication with the other language styles, and actually tried to get into the characters' heads. Let's extend courtesy to Kinesthetic Kate out of respect for her sensitivity, and quietly observe her thoughts.

Traditionally, she may not enter into a dialog with the other types, and her thoughts, though possibly not voiced, are important for our understanding of her type.

Kinesthetic Kate notices Visual Vincent. She thinks: *He is so stiff, and so impersonal with his facts and figures. How does he stand that way so long? I get tired simply looking at him. Does he ever relax? He does appear to command respect, but at what cost? I wonder if he would stand and act that way if he knew how challenging it is for some people to be around him.*

Kinesthetic Kate hears Auditory Alice and her excitement from across the room and thinks: *She is so loud and moves around so much. She has so many friends and shares so much with them emotionally. I am exhausted feeling her emotional explosions from across the room. She moves from sadness to elation so easily. How does she do it?*

Kate retreats from the explosive Haptic Harry, thinking: *There is Haptic Harry. He is so stimulating, but how much can one person take? I find I need to withdraw from him as he is so loud, reckless, and volatile. He moves around so much, I can't truly get a sense of him. If he would only slow down and pay attention to the little details of life, he would be so much more successful.*

As important as it is for Visual, Auditory and Haptic people to understand the thoughts of Kinesthetic Kate, it is important to offer some suggestions to Kate, as well. How might Kinesthetic Kate communicate in her language and safely be in this world?

One story I love telling is about a woman friend, Edith, from Australia. From the country's history of mostly men carving out a life in a harsh environment, to living with seven brothers without any sisters or her mom, Edith knew about being in a male world. Even though around 5 feet tall and Kinesthetic, Edith knew how to take care of her-

self. A very accomplished woman in her male-dominated technical job, she often was required to level the playing field. Her boss, an ex-football player, 6 foot 7 inches tall, over 250 pounds, once towered over her and began speaking loudly to her about some aspect of her performance. She jumped on her desk, began raising her voice and pointed her index finger, objecting fervently to his abusive, authoritarian behavior.

While I am not suggesting jumping on your desk when someone uses Visual, authoritarian behaviors, reflecting someone else's Visual style to them may help reduce your sense of being attacked. You also have a more Auditory choice of changing position. One of the primary things I encourage Kinesthetic people to consider is to avoid sitting or standing directly across from anyone who uses (or abuses) authority. A direct blast of authority is disrespectful to anyone, but especially to a sensitive Kinesthetic person. If you're getting more of it than you choose to withstand, try repositioning yourself. You may also choose to use your native Kinesthetic strength of sensitivity, extending your awareness of the other person to better understand and communicate with the person. Like a martial artist, you can use your sense of connection to avoid a head-on conflict. You never lose a fight that never begins.

As a Haptic, I personally watch my audience and do my best to shift my presentation style to accommodate the people attending. Always, there are Visual, Auditory, Haptic and Kinesthetic styles, and I observe them and notice where they sit to direct my communication style to match their requested language.

At a seminar near Washington DC, I noticed sitting in the audience among a large group of Auditory people, one Kinesthetic person. The Auditory people were sitting close to the speakers, and 99% of the Kinesthetic people, were sitting to my side, away from the speakers. I noticed that during the seminar, the lone Kinesthetic person became increasingly uncomfortable, doing her best to cross her arms and legs, and either block the information or the way that I presented the information.

This sensitive soul came up to me after the session and respectfully asked if I was willing to accept some feedback. I said sure, and she told me that she was in fact a Kinesthetic person, thanked me for my insights, and then proceeded to tell me that I spoke too loud for her sensitivity.

I thanked her for feedback, and asked her if she would like some feedback as well. She said sure. I reminded her that the large room used microphones, and she was sitting under the speakers. Her mouth dropped open. It was not my loud voice. It was simply the sound system. It would have been important for her to use the Auditory style to breathe and move. Had she moved to a quieter portion of the room, her enjoyment would have increased. I hope you see how important shifting styles becomes.

In my past, I met a very sensitive Kinesthetic from Vietnam. I became aware of some of her personal history, including some horrors of war, with her father blown up in front of her eyes when she was five. I learned how many women, like her mom, would give children up for adoption rather than bring them into the next marriage. I felt the pain of how her adopted father abused her, more abuses than I could even imagine. Even when she found her birth mother, they did not speak the same language, as her native Vietnamese was a distant memory. Similar experiences in their culture from our world abused many sensitive people beyond my comprehension. When abused Kinesthetic people withdraw, the feelings of love, caring, family and connection are absent from their lives. Auditory people's specialty brings emotions, belonging, family, compassion, empathy, kindness, spontaneity and true connection. The Kinesthetic woman could have added the deepening wonderful feelings by adding Auditory attributes to her Kinesthetic sensing everything deeply in every cell in her body. Instead, she had not yet healed some of the pain of the past and was still missing the richness of emotions of love, caring and kindness an Auditory connection could bring. A continued pattern of withdrawal could limit all her relationships with

others, and might limit relationship benefits, even with her own child.

It is important for Kinesthetic people to know that many Auditory people value relationship, and would rather die than withdraw from their family. Connection with their loved ones is more important than life itself. When Kinesthetic Kate understands Auditory blessings and understands that someone would rather die than hurt her, she will stand a better chance to join the world again and teach about the blessing of her sensitivity. Kinesthetic Kate benefits greatly from family, relationship, emotions, and also the spontaneity that is required when dancing with others in their lives.

I have encountered other Kinesthetic people: one told me she literally heard the buds squeaking in spring. Another told me that the Internet was painful to her as she was overwhelmed with the feelings and the Visual stimulation. I heard a story of a Native American gardener who came to a friend's house and announced that someone was crying. She found a plant that had a candle sitting too close. The plant wasn't actually burning or even singed, but she knew that it was hurting. I guess we can understand why she's a good gardener!

With the natural Kinesthetic talents of empathy, balance, stability, support, and integration come natural challenges with trust, forgiveness, ability to release and ability to find purpose. Do you feel how their natural talents almost create the challenges of their opposite traits? If Kinesthetic people can learn the value of change and learn how to initiate, and to release the fears of mistakes, of hurting others and of being hurt, they can find their natural talents in service, support, mediation, fairness, and balance.

When Kinesthetic people are stressed, they often become more acquiescent, and might even feel stymied or helpless. If they learn to initiate, act, move, and give, they experience nurturing and unification, and they achieve the feeling of belonging and stillness.

We are all Kinesthetic to a degree. We're all Visual, Auditory,

Kinesthetic, and Haptic, too. But we tend to exhibit the behaviors and preferences of the patterns we use most. Kinesthetic sense exists in all of us, and it is about degree and focus. No one could be a perfect model in all four categories. If you were a PhD in Kinesthetic, you might still be in the kindergarten of Auditory, Visual and Haptic. If you played only the piano all your life, might you be more adept at piano than a person who divided their playing time equally between piano and drums? The same is true with communication styles.

Communication tendencies are built from birth to seven years of age. The patterns are built using 100% of your brain, both conscious and unconscious. After seven years, you can consciously add to your learning of the other styles. When Kinesthetic people consciously apply themselves in a Visual society, they can exhibit behaviors similar to a Visual.

We can always learn to grow at whatever level and in whatever style we choose. We simply need to accept the style's strengths, know when to use the style to the benefit of those in our lives and ourselves, and practice the behavior.

Once, as a young, ambitious salesman, I was traveling with an older, wiser, Asian man. We called on one of his Asian clients, and after we shook hands, the two Asian men began tracing circular lines in the dirt with their shoes. They both looked down and were mostly silent. When the client did speak, the salesman responded with short sentences. I was amazed as I observed and listened. It would have been highly disrespectful to speak until I was invited to share my product information and excitement.

So I encourage us all to draw circles in the sand, looking down and being silent as we wait for our Kinesthetic brothers and sisters to invite us into their rich world. We will all be glad we connected in this most honorable and respectful way.

## *Further Thought and Practical Application*

Do you recognize yourself or people in your life who prefer the Kinesthetic style?

What are the advantages and the challenges of being and/or relating to this communication style?

How might you be able to relate better to others with this new knowledge?

Can you see the lines in people's eyes when you are introduced?

What are the key components of being Kinesthetic?

If you are not Kinesthetic by preference, how and when might you incorporate the Kinesthetic language in your life?

If you are Kinesthetic, what other language styles might be useful for you to borrow on occasion?

Spend a day noticing what your sense of touch tells you about your experience. Did you learn anything new?

Remember, Kinesthetic Kate likes:

*Quiet*  
*Few Words*  
*Shades rather than colors*  
*Tones rather than sounds*  
*Subtlety*  
*Sensitivity*  
*Touch*  
*More Touch...*







**10**

**Haptic Harry**

Who is able to leap tall buildings in a single bound, at least in their minds? Able to love with infinite intensity and cry at the drop of a hat? Able to analyze better than a computer program and be more sensitive than the softest feathers? Who has endless energy and often misses small details along the way? Who worships the stars above and the caterpillar at their feet? Who is more like a pinball in the machine than the machine itself?

If you answered, “a two year old,” you would be close, and accurate as well. The answer when thinking of the Advanced Communication Index™ is Haptic Harry. If you can think something, feel something and sense something all at once, you may be Haptic.

Haptic people crave stimulation of all types: international or constant travel, exotic or ethnic foods, danger, whirlwind relationships, and so on and on. The continuous search for more and broader sensations may be indicative of a society where the Haptic learning style has been suppressed and misunderstood, leaving Harry to find expression in sex, drugs and rock ‘n roll. Even the current trend in music, with its extreme expression and variety, indicates performers with Haptic learning/communication styles seeking expression in some way. When suppressed and deemed unacceptable in one culture, Haptic behavior will surface in its own culture and reflect a rebellion. With the dramatic challenges of attention deficit disorders in the classroom, some experts in ADD and ADHD are looking at the processing styles of these children and noticing that many are Haptic learners/communicators.

Students who watch television while successfully doing their homework are most likely Haptic. For parents who have Haptic children, I would encourage allowing their study habits to be completely their choice as long as their grades stay high. Multi-tasking is the skill of the Haptic. Wisely, parents may keep the stimulation and multitasking within acceptable parameters.

Think of Haptic learners/communicators as people who are

Think of Haptic learners/communicators as people who are capable of seeing, hearing and doing something all at once – triple processing. While not as astute at any of the communication/learning styles as someone who uses one style exclusively, Haptics have vast perspective. They always have three balls in the air at the same time, feeling one thing, thinking another, and sensing a third. When they process information, they do so very quickly, because they must move among all of these perspectives and synthesize their views. The challenge for Haptic personalities is that they often have two of their inputs pulling one way and the third pulling another way. Internal consensus is vital for their style, and it is often elusive. Haptics often act in a trial-and-error manner, at great energy cost to themselves and those around them.

So what's it like to have all this activity going on inside all the time? Let's hear what Haptic Harry says about himself:

*Hi, my name's Harry, I've been asked to come and tell you a bit about myself. A lot of people may find me a little strong-willed for their taste; some think I'm, I suppose, too domineering. But let's face it, if you can't stand the heat in the kitchen, you might as well get out. There is so much to do, and I find sometimes people just get in the way. It's not that I don't like people, but there are just so many people who waste their lives away on emotional mumbo-jumbo, ya know, and I don't get anything done working like that. Someone has got to take the authority, and I don't have ANY objection to doing just that. I feel I'm an effective boss, although I've heard that in the lunchroom people say I'm dictatorial, egocentric and too forceful. The thing that most affects my productivity, though, is lack of time; sometimes I take on more tasks than I could ever accomplish. What gives me the most satisfaction is seeing a project come together. When I involve others in these projects, I often have to push them along to meet the deadline I've set. You know, they just don't do it as quickly as I do, so I have to just push them along.*

*When I make decisions, I make them fast. I like to see results as soon as possible. Sometimes things don't go or work out quite as well as I've planned, but, hey, I can always make another decision, can't I? Far better to have made a wrong*

*decision than to make no decision at all. Nothing wimpy about me. I like competition and thrive on winning. I get frustrated, though, when things go wrong, and I can display my displeasure quite fiercely at times. However, once it's done, it's done. My wife says my temper is like a volcano: boom, boom, all over. I don't hold grudges, though she does. I say it like it is, and I leave it at that. I like changes; especially those changes that save time, make money (because I love money) and minimize effort. I'm determined and pioneering. I like to get things done, and I like to know how things work.*

*Some find me aggressive, arrogant, egotistical – that's their problem, not mine.. What you see is what you get. I want people to remember me by the things I got done.. I suppose my favorite saying is Nike's "Just do it," and I might add, "Or just get out of the way so I can."*

The Haptic person never has enough time. They are always flying and are very creative. They soon get bored with routine, and may even throw a monkey wrench in the works just to spice things up a little. They are task orientated and measure success by what has been accomplished. They will often burn the candle at both ends. Stimulation and excitement are the Haptic person's fortés. The car they drive would usually point to having "made it" out there: a very expensive luxury vehicle, for example. It could be a Mercedes SUV with mud on it due to the off-roading, or a Lexus with a ski rack on top. The animals that most typify this person would be the eagle for its vision and the giraffe for its habit of always sticking its neck out.

Video games exemplify the Haptic communication style. Do you remember the first video game, Pong? It was an electronic tennis match where the player hit a ball back and forth. As the score got higher, the speed increased and the paddles got smaller. It was fairly challenging, but easily mastered by a Haptic person. Now we have complex, computer-generated video games that meet all the needs of the Haptic. These games allow Haptics to think, feel and sense all at once while making decisions on next moves in a fraction of a second. These full-color graphic adventures require complex hand-eye coordination, because

the characters are spontaneously required to jump, turn, and even swim. The demands of timing, coordination, dexterity, mental processing, and speed of pattern recognition are phenomenal to most non-haptic people, yet this is how America's generation NeXt builds their brains. Until the education system begins to honor the style of these learners, video games will remain the primary outlet for Haptic expression.

## ***The Haptic Language Style***

### **Movement Type**

- Dots And Openings
- Dynamic Change, Transitioning
- Risk-Oriented, Driven, Zealous
- Motivated by Originality, Achievement
- Entrepreneurial
- Favorite Pronoun: "They"
- Uses verbs: Think, Feel and Act
- Moves Quickly
- Excels at Vitality, Joy, Activity, Achievement, Change



The Haptic eye pattern is a combination of spots indicating Visual, openings indicating Auditory, and straight lines indicating Kinesthetic. These patterns can combine in an infinite variety of expression. Would a Haptic have it any other way? Notice the two different types of Haptic eyes below.



**Haptic Auditory**



**Haptic Visual**

When the Haptic eye has more spots than openings (like the eye on the right), the person is Haptic Visual. When the Haptic eye has more openings than spots (like the eye on the left), the person is Haptic Auditory. When the Haptic eye has both openings and spots but only a few of them with lots of straight lines, the person is Haptic Kinesthetic. The dominant pattern within Haptic eyes is called the secondary pattern.

So, when the Haptic person juggles the balls of each of these inputs - Visual, Auditory and Kinesthetic - the secondary processing style appears to be a larger ball and receives more attention. This weight or size is only a perception, however. When the more-important ball being juggled says yes, it doesn't necessarily mean the answer is really yes. When a Haptic hears both yes and no, the answer will not necessarily be yes. The vital ingredient for the Haptic person's processing of life is attaining consensus.

Interestingly enough, the Haptic personality obtains that consensus through touch. When a Haptic is touched, the thoughts, feelings, and senses all line up and become one. Though Haptics crave stimulation, they need touch for integration, consensus, and clarity.

Do you see how the Kinesthetic style and Haptic style complement each other? Kinesthetics require touch to be as much as they can be. Touch creates a synthesis for the Haptic that brings clarity. The Kinesthetics' sensitivity and attention to detail help them avoid backtracking. With demands for perfection and subtle details in much of our society, haptics often miss these details as they leap over tall buildings. The Kinesthetic person might get quite bored with a life filled exclusively with details, no matter how important those details seem. The Haptic person would skin their knees less in their rush toward goals if they observed and respected the little details more often. In God's infinite wisdom, He allowed these people to be attracted to each other. Unfortunately, the Haptic person often rushes excitedly at the Kinesthetic, and the sensitive one gets overwhelmed. Wouldn't it be wonderful if the Haptic could learn to invite the Kinesthetic to sit

beside them on the roller coaster of life, and hold hands, rather than have the roller coaster of life run over the Kinesthetic?

When you see the Haptic person, get ready for a roller coaster ride! If you have these eyes, please keep on enjoying life. Just slow down long enough to consider how exciting it would be to really connect with the other types and share your joy with them.

Do you know these types of people? Certainly you do! I hope you understand them more fully now that you are learning about the Advanced Communication Index™ The Haptic, is the person you met and had a great time with on a date then never heard from them again. It was not that they did not enjoy your company, they simply live in the vibrant world. They are kids in the candy store seeking lots of stimulation with lots of different people. They have varied interests with a wide range of people. They seem continuously to choose different and highly risk-oriented careers like commodities trading, new technology start-ups, their own business, or the business of travel or international business. Their flexibility is always challenged, and even if they don't find financial success, they receive the stimulation they need. If they attain both financial success, and stimulation success, they often risk more. Extreme sports, extreme business and extreme relationships, nurture their hearts. Any one focus soon becomes boring.

Haptic people are always in the middle of everything. I hope you see, hear, think, feel and experience the stimulation of the Haptic language. When you see, feel, sense, smell and taste the diversity, then you get the flavor of a Haptic. When you use the preferred pronoun for the Haptic person, *they*, you communicate with this style. Think excitement and options, and Haptic Harry is in the middle; more than experiencing the dynamics, he's doing his best to add to it. Often you will see Harry in a crowd with other people.

Let's look at scenes viewing all the styles and the thoughts that go through Haptic Harry's mind.

Haptic Harry is impeccably dressed, but rarely with a suit and tie. Compare him to Visual Vincent, who is always dressed formally, conservatively, and most always with a suit and a tie, even when he's relaxing. Haptic Harry is wearing a trendy sport coat and open neck shirt with a designer label or a plain, yet elegant silk t-shirt. Usually, Haptic Harry has some bit of dress that seems out of place; with his tailored sport coat, he wears a Save the Whales button, or, instead of a fashionable Rolex that he can easily afford, he wears an inexpensive digital that includes a stop watch for his running. Different from Auditory Alice in her alluring, festive, red dress, Haptic Harry dresses less for others than for his own comfort. While Kinesthetic Kate pays attention to all the little details of her dress and surroundings, Haptic Harry is too busy moving to concern himself with too many details. He has people to meet and adventures to explore.

Where Vincent stands very erect, Haptic Harry is perpetually in motion. While people looking up to Visuals, they sometimes see Haptic Harry as fragmented and scattered. As long as Harry is in motion, he is happy.

Harry views Kinesthetic Kate and thinks, *"Magnificent! That woman sitting against the wall has something I need; I feel she is so strong and together that she doesn't need to run around like I do. Her stimulation must be like the center of the hurricane. The winds around her move the world while she stays still. I would like to learn to be still after I meet some of my goals. I hope she likes me, as I am very drawn to her. She has an elegant simplicity – taste that I know I could learn from. I am excited about meeting her."*

Kinesthetic Kate is a direct compliment to Haptic Harry. While she is attracted to Haptic Harry as well, he appears too scattered and not as together, regardless of his appearance. She finds him too reckless, too scattered, and too disconnected from her world of attention to detail. Should they learn to value each other's strengths and work together, they would make a wonderful partnership at all levels.



Haptic Harry sees Auditory Alice and thinks, *“Wow! Alice is here again. She interacts with people so well, and she’s so beautiful and so popular. Boy, she responds so quickly. The music in her voice is very pleasing. She’s a great lady.”* Harry appreciates her abilities to relate, and doesn’t know what she excels in or is challenged by. He’s too busy to really connect with Auditory Alice and know her more fully.

Auditory Alice is actually quite different from Haptic Harry. Relationships are all-important to her, but Harry doesn’t seem to have the patience to really develop a relationship. Connecting with Haptic Harry is very difficult because he is always moving. To truly connect takes time, and Haptic Harry is simply too volatile to really connect. They are great friends as far as Harry is concerned, but Alice would say they are acquaintances, since she doesn’t feel that she and Harry have ever truly connected.

Haptic Harry views Visual Vincent and thinks, *“There’s that Vincent again; he’s so stiff. If he would only relax, he’d be better off. I wish he would take a risk. His evaluations are great, but it seems that he has no stomach for risk, even when it has a great reward almost assured. I guess that’s why I’m hiring him and not the other way around. No risk no reward, I always say. And sometimes those risks are challenging to recover from.”* Remember, this is neither true nor false about Visual Vincent; it is simply a Haptic view of Vincent.

Remember: Haptics prefer

- Excitement and stimulation
- Variety in everything, including food, language, culture and patterns
- Infinite expression, tie die, colors, and the more the merrier
- Several fonts, sizes, the more elaborate the better
- Multi-media presentations, movement, music, touching all the senses
- Facts and emotions with incredible speed and variety
- Risk
- Options
- Participation with learning by doing

They may be business owners, entrepreneurs, artists, writers, professional speakers, video game designers, graphics artists, marketing, public relations, television, movies, radio, commodities traders, stock brokers, real estate developers.

My own Haptic preference is reflected in my choice of college: California State Polytechnic University of San Luis Obispo. Even its name is diverse and stimulating! San Luis Obispo, populated primarily by students, lies between two major population centers, San Francisco and Los Angeles. People know Cal Poly, as it is lovingly called, for its school of traditional agriculture, it's innovative school of architecture and city and regional planning, and its engineering and printing colleges. Most exciting for a Haptic is that the campus is small enough to allow these schools to rub elbows. An ideal environment for a Haptic personality! Add to the campus stimulation, the excitement of the 1960s, with Viet Nam war protests going on right next to ROTC drills with students in polished chrome helmets, and you have a Haptic person's dream.

My study habits demanded equal creativity. Since I needed external stimulation and I was around other types of students, I had to find a creative compromise. A dropped pencil or familiar voice suggesting some alternative to studying would quickly draw my attention away from my studies. There were too many opportunities for distraction, even from my previously successful hybrid of watching television and doing homework. My creative solution was listening to my stereo with headphones while I studied. The blasting music provided the diversity and stimulation I needed, and the headphones limited the exposure to temptations. I achieved my best quarterly grades when I was involved in a 24-hours-per-day Bridge tournament during finals. It kept my mind alert and my anxiety low. (I wasn't in the game 24 hours a day, of course. My fraternity brothers and I would rotate in and out when someone needed sleep or had to go to a final.)

Do you see, feel, sense, smell and taste the diversity that Haptic people demand from life? The more, the merrier, and we MusT continue, not only in input but also in expression. You might wonder about the use of the capital “M” and “T” in MusT. It’s simply a Haptic method of expression (it could be mus -T or something equally attention getting). It still spells “must,” and it did get your attention. Haptics get bored with rules.

The jobs I chose during college were also diverse. I worked as a field hand in the Salinas Valley, operated the Wild Mouse roller coaster at a Santa Cruz amusement park, and dealt Black Jack in a Lake Tahoe casino. I worked in the cool coastal weather of Santa Cruz, California, and in the 120-degree temperatures of the Sacramento Valley.

Traveling to Europe after graduation, I devoured the culture, languages, history, variety, foods, and customs voraciously. I studied at the University of Florence, not because I needed to, but because I wanted to. Was it stimulating? Absolutely! Are you exhausted simply reading about it? Does my excitement in sharing this with you come across? I hope so. Haptics MusT have excitement, variety, and stimulation! There’s never been a mountain I didn’t want to climb or a valley I didn’t want to cross, just to see the view from the top or find out what was on the other side.

Change is difficult for many people, and they resist it. For the Haptic, change is a way of being, embraced because it stimulates, motivates, drives and keeps life moving and flowing.

My search for adventure eventually led to my career as a professional speaker and author. Today, I travel the world, meeting new people and expressing the innovative solutions of the Advanced Communication Index™. As a professional speaker, I am entrepreneurial, and passionate about my expertise. My clients and audiences demand originality, not only in content but also in the delivery of that content. I’m driven with a zeal that demands change. I am motivated to

progress, and improve the quality of others' lives and businesses with new solutions to age-old communication challenges.

Now that you know the Haptic style, have you seen yourself or people in your life communicating in this fashion? Have you seen the advantage and challenge of being and/or relating to this communication style? Do you know which people in your life prefer this style and how you might be able to relate to them better with this new knowledge?

## *Further Thought and Practical Application*

Do you recognize yourself or people in your life who prefer the Haptic style?

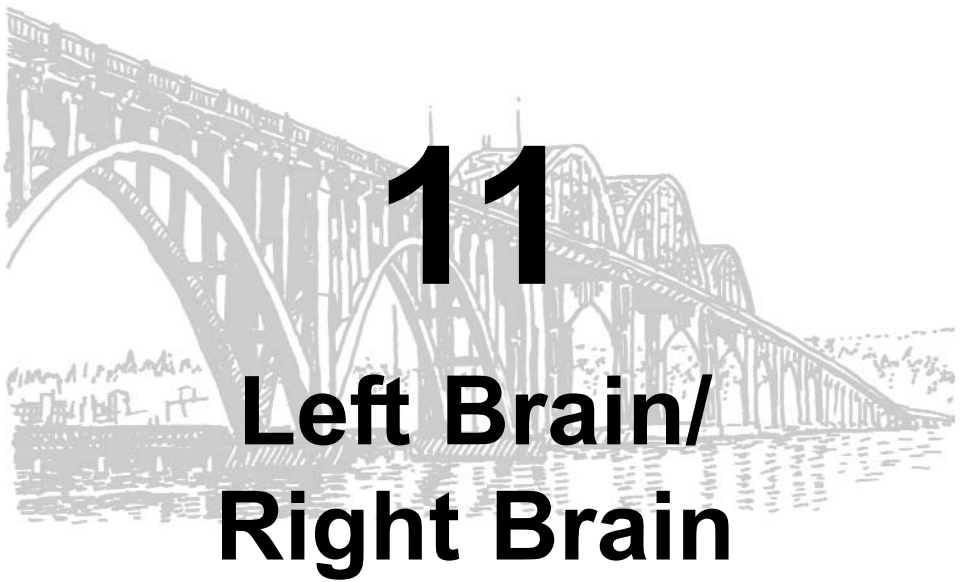
What are the advantages and the challenges of being and/or relating to a Haptic person?

Did you learn how you might be able to better relate to others with this new knowledge?

If you are Haptic, how well do you communicate with Kinesthetics? Do you change your style to communicate with them, or do you find that you overrun them with your excitement?

If you are not Haptic, how and when might you incorporate the Haptic language in your life?





The Brain is Wider Than the Sky  
The Brain - is wider than the Sky -  
For - put them side by side -  
The one the other will contain  
With ease - and You - beside-  
The Brain is deeper than the sea -  
For - hold them - Blue to Blue -  
The one the other will absorb -  
As sponges - Buckets - do  
The Brain is just the weight of God -  
For - Heft them - Pound for Pound -  
And they will differ - if they do -  
As syllable from Sound -

Emily Dickinson

“The great pleasure and feeling in my right brain is more than my left brain can find the words to tell you.”

Roger W. Sperry

The much vaunted male logic isn't logical, because they display prejudices -- against half the human race -- that are considered prejudices according to any dictionary definition.

Eva Figs

Logic is the anatomy of thought.

John Locke

Make it thy business to know thyself, which is the most difficult lesson in the world.

~Miguel De Cervantes

There is no use trying, said Alice; one can't believe impossible things. I dare say you haven't had much practice, said the Queen. When I was your age, I always did it for half an hour a day. Why, sometimes I've believed as many as six impossible things before breakfast.

Lewis Carroll



The Woman-Soul leadeth us upward and on!

Johann Wolfgang von Goethe

The above quotes illustrate for me tremendous differences in our thoughts of how to live life. These process differences supercede the obvious physical differences between men and women, and are much more diverse. The substantial, vehement and varied “knowledge” of the best ways to live life have various labels, including masculine and feminine, Republican and Democrat, capitalist and communist, affluent and third world. How about liberal and conservative, haves and have nots, young and old, black and white? Do you feel the substantial separation as I do? We are all human, aren’t we?

We all have differences. When we cross our arms, which one is on top? When we cross our legs, which one is one top? When you clasp your hands, which thumb is on top? Does it feel different when you switch and cross them the other way? Is one way to cross right or wrong, or simply different?

When you go to sleep, do you sleep mostly on one side of the bed? Does it feel comfortable only one way? Even if you sleep on your back, your head will tilt in one direction predominantly. There is no right or wrong side of the bed, but do you see how easily we get into and accept patterns? How far do we choose to take these patterns and how do they become so rigid?

It’s said that variety is the spice of life. In the novel “Dune,” Frank Herbert writes of a spice that gives Space Guild navigators the ability to fold space and travel to any place in the universe without moving. This spice extends life, expands consciousness, and is the basis for all currency. A character says that this “spice is the most valuable substance in the universe.”

Do you wonder, as I do, if Frank Herbert was “right-brainedly” speaking about life? Maybe infinite variety of our processing styles, leads to true richness. Maybe the Visual, Auditory, Kinesthetic and

Haptic languages are further flavored and colored with the evidence that certain hemispheres are used more during certain functions. Rather than replacing the description of Visual, Auditory, Kinesthetic and Haptic people, the hemisphere dominance supplements our understanding of these types.

Most evident is the division of preferences between the masculine and feminine. As we spoke of earlier, the division of styles along gender lines does not really take into account individual preferences. It does seem likely that some preferences between masculine and feminine styles exist, but much of what we think of as being absolute differences may be strongly influenced by society's negative connotations about men and women engaging in "unmanly" or "unfeminine" behavior.

Whether or not certain preferences are gender-related, there is evidence that certain brain hemispheres are used more during certain functions. Our choices reflect an inclination to use a particular hemisphere and a preference for that style of processing. Could we find out a person's preferences early in life in an objective rather than a self-imposed, subjective manner?

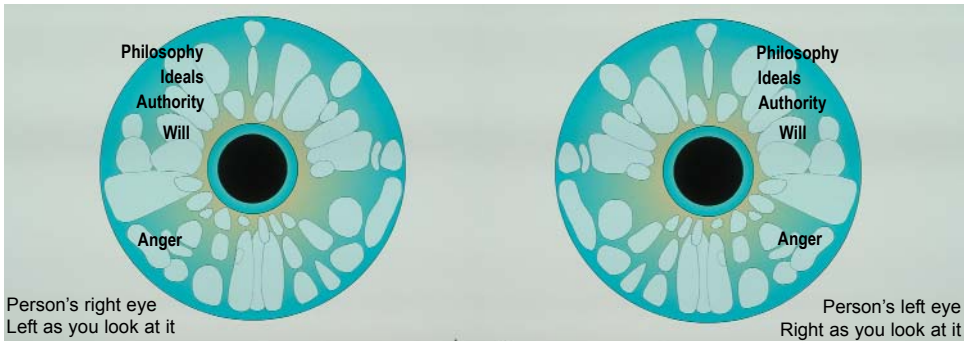
Fortunately, we can with the Advanced Communication Index™. In Chapter 3, we looked at the characteristics of the eyes and looked for patterns. Spots or flecks indicated the Visual style, rounded openings indicated the Auditory style, straight lines showed the Kinesthetic style, and combinations of all three patterns indicated the Haptic style.

Not only are an individual's eyes different from the eyes of others, a person's left eye is usually different from the right. It's highly likely that the characteristics are more numerous in one eye than the other eye. In the Rayid model, Denny Johnson identified 46 characteristics that indicated a particular psychological profile. This road map of the eyes has proven to be remarkably accurate. For more information about each of these 46 locations, consult Johnson's "What the Eye Reveals."

For our purposes of understanding right and left brain preferences, you'll need to notice whether there are more qualities in your

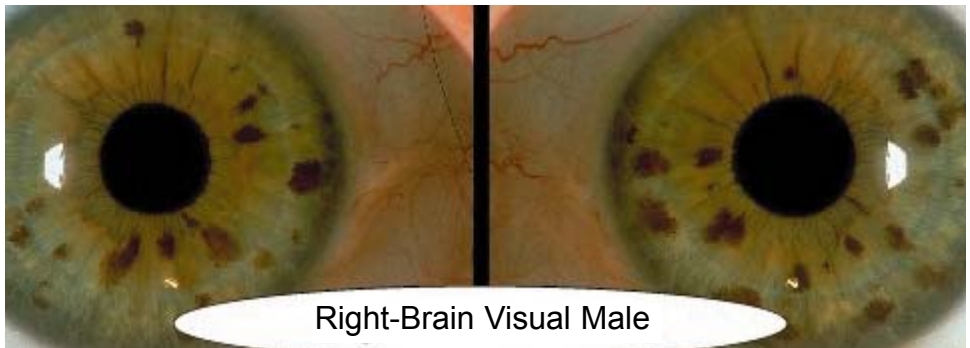
partner's left or right eye, because the eyes connect with the opposite hemisphere of the brain for input and processing. When the right eye has more qualities, the person is right-eye dominant and left-brain dominant. When there are more characteristics in the left eye, the person is left-eye dominant and right-brain dominant.

The map of the eyes below shows the location of the conflict of will, authority, philosophy, ideals, anger and resentment. For the other qualities of the iris, consult What the Eye Reveals. We are grateful to D. Johnson for his work and his permission for printing this segment of his Rayid Eye Map.



To determine the patterns of the eyes and their dominant preferences, remember to look at the patterns in the eyes. In the diagrams on the next page are the qualities and descriptions of the left brain/right eye dominant patterns.

You can easily see in the following pairs of eyes that they are each different, and that one has more characteristics than the other.

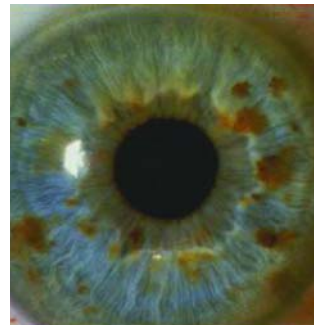




## ***Left Brain Sequential Dialect***

More spots in right eye means:

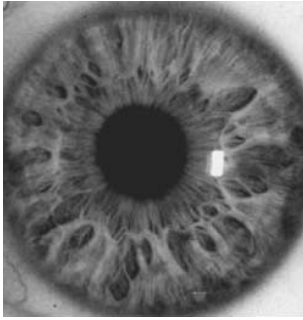
- Left-Brain Preferences
- Leans toward father role model
- Self- and achievement-oriented, materialistic
- Masculine energy, sequential, logical, practical, factual
- Interlaces fingers left thumb on top
- Sleeps on right side, partner to left
- Stands on right leg most, crosses legs and arms with right ones on top



How many spots do you count?

## ***Right Brain Spatial Dialect***

**More spots in left eye means:**



- **Right-Brain Preferences**
- **Leans toward mother role model**
- **Group-oriented, sociable, conceptual**
- **Feminine energy, spatial, creative, imaginative, intuitive**
- **Interlaces fingers right thumb on top**
- **Sleeps on left side, partner to right**
- **Stands on left leg most, crosses legs and arms with right ones on top**

**How many characteristics in this eye?**

Do you notice how some of these qualities either complement or contradict a person's basic language style in the Advanced Communication Index™? If a person is Visual and left-brain dominant, they may be much more mental, analytical, logical, practical, and/or sequential? If a person is very Auditory and left-brain, they might choose to excel in humanitarian efforts or team work, since relationships are very important for them.

Do you see/hear/sense how this dialect might affect each of the four major learning/communication languages?

Do you understand how a Visual genius with a right-brain preference might become a Stephen Hawking? Do you see where a right-brain person who thrives on people, relationships and teamwork, might create a "Star Wars" movie trilogy that entertains and teaches generations of children?

Do you understand how each language and dialect forms our patterns – patterns that we once had no way of knowing about except through trial and error? Do you feel the value of understanding your style and the style of those around you?

You can see these patterns in a person as young as five. This

right eye/left eye dominance process, indicating brain hemisphere type, is highly accurate. If school teachers knew in advance which students might have more spatial rather than logical thinking processes, they could devise tests for performance against others of that norm. Without that awareness, everyone is lumped into one pile, treated equally, and graded on tests weighted for only one, specialized style. Teachers could also effectively interpret students' skills and realize when a person is performing poorly in their natural style or excelling in a style different from their natural language/learning style. If the brain dominance indicated a preference and aptitude for a particular major in school or for certain occupations, the person could choose consciously and wisely.

The eye dominance also is highly accurate in showing a person's preferred parent or role model. A left-eye/right-brain person prefers female role models, especially during their formative years (0-7 years) and often later in life. This preference is not only for female role models, but for the way right-brain females process information. Likewise, the right eye/left brain child prefers the male role models and the left-brain style of processing. This often becomes an unconscious pattern for the rest of their lives.

Actually, this innocent preference can easily become rigid dogma. If you've only ever known one style of behavior, and one day you notice something different, a defense mechanism will likely subconsciously activate unless you consciously choose to value this new behavior as highly as your own. We automatically choose to defend and attack when someone challenges our lifelong view of reality. Emotions run high, rational thought leaves, and we make highly arbitrary choices. Learning something new requires admission that, at least in some ways or at some times, different behavior is important, valid and acceptable.

If there is a significant break in rapport with the preferred parent, there will be anger or resentment, as well as possible conscious and significant conflicts of philosophy, will, authority or ideals. When this

happens, there will be a switch in the eye dominance and the child will exhibit the opposite behavior of their normal brain dominance. Therefore, if a son, preferring dad, has a conflict in one of those areas, he will turn to mom and try to make her into his role model.

If a daughter has significant anger with her mom, and that is her dominant parent, the daughter will either continue to act angrily toward those of her own sex particularly toward females, or she will learn “forgiveness.” Hopefully, she will also realize that she would never have understood forgiveness without her anger. The Rayid Model shows that the location of our eye spots identifies characteristics on a template of the eye. This daughter’s template will describe her initial challenge, which sex parent it was with, and what blessing was associated with that challenge. Essentially, it reveals what she learned from this event.

Sally, a woman who participated in a detailed eye pattern interpretation with me, is a left-brain dominant person who had switched to right-brain dominant because of a conflict of will with her dad early in her life. She said that was not possible, as her dad had left the family when she was two years old, and had not spoken to her since. I asked her if she had any children. She said yes, a two-year-old girl. I asked Sally if the child had a strong will. She said, “Very strong, especially with her dad, even though he’s not around as much as she’d like.” She got my point. Just because she had not spoken with her dad since his departure did not mean that her will as a child did not conflict with her dad’s will to leave.

Additionally, I asked Sally if she ever had a conflict of wills with her husband or her male employer. She said yes, all the time. She said she had a very strong will, especially when it came to the material world and getting things done. You see, Sally had many skills in her left-brain-dominant preferences, but she attracted men with wills equally as strong.

Sally admitted that her strong will does not like to be imposed upon, nor does she appreciate the effects of imposing her will on others, so she sought an alternative. The alternative was communication –

resolving both strong wills with a mutually acceptable solution combining both their talents. This compromise worked with her marriage and her manager, and provided a great example for her strong-willed child. Negotiation and blending of talents is much preferable to an either/or, win/lose pattern practiced by so many for so many years.

So much information about our preferences is visible in our eye patterns! Let's look at the brain, and understand some of the very foundation of these patterns in our eyes.

Nobel Laureate and eminent neuroscientist Sir John Eccles and psychologist Daniel Robinson write, "Each soul [self] is a Divine creation, which is 'attached' to the growing fetus at some time between conception and birth. It is the certainty of the inner core of unique individuality that necessitates the 'Divine creation.' We submit that no other explanation is tenable."

The words *soul*, *mind*, *personality*, and *self*, conjure up imaginings beyond the infinite. Certainly, each of us communicates with a unique set of memories, motivations and behaviors. Our human talents of logic, creativity, imagination, reflection, observation, and even conscious action appear to separate us from plants and animals. Though these aspects may be attributed to a divine soul, most scientists believe these activities stem from an organ within the body called the brain.

At birth, the brain has 10 billion neurons and 1 million billion connections. Its parts have names like cerebrum, cerebellum and medulla. Comprising trillions of cells and connections, our brains have two halves that seem to mirror each other and have a bridge between them. What secrets do they hold? Are your thoughts the same as mine? Do we have hidden parts? Is the medulla oblongata really left over from some reptilian ancestor? Are the paleontologists correct in their assessment that the limbic portion of our brains first showed up in mammals some 60 million years ago, and is it really in charge of emotions? Since the neo-cortex constitutes five-sixths of the total brain mass evolved



over the last million years, is it really neo (new)? Do the two distinct sides have special jobs?

Greek philosophers and physicians observed 2,500 years ago that the brain had two halves. They also found that the left side of the *brain* seemed to control the right side of the *body* and vice versa. Their discovery was quite scientific; they noticed that when an injury damaged the right portion of the brain, the left side of the body didn't work.

Using similar logic, the French neurosurgeon Paul Broca reported in 1861 that damage to the left side of the brain affected language. He identified a particular area of the left hemisphere that played a primary role in speech production. Dr. Broca called the left brain "dominant" for language.

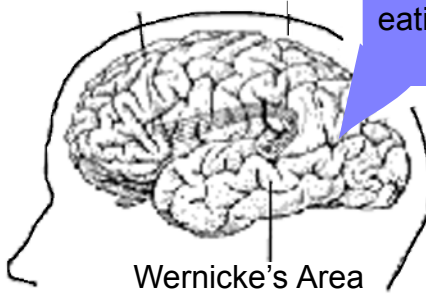
In 1874, German neurologist Carl Wernicke identified another part of the left brain hemisphere primarily concerned with language comprehension.

During the 1960s, a split-brain surgery (commissurotomy) became popular. This operation consisted of cutting the corpus callosum, the large nerve bundle connecting the left and right cerebral hemispheres. These operations were performed on patients suffering from severe epilepsy that could not be relieved by conventional treatments. These operations became famous less for their therapeutic benefits than for the subsequent studies investigating the properties of the left and right brain. This research found that each half of the brain specialized in complementary fashion for different modes of thinking and won a Nobel Prize for Dr. Roger Sperry.

*The main theme to emerge... is that there appear to be two modes of thinking, verbal and nonverbal, represented rather separately in left and right hemispheres, respectively, and that our educational system, as well as science in general, tends to neglect the nonverbal form of intellect. What it comes down to is that modern society discriminates against the right hemisphere.*

Roger Sperry - 1973

Broca's Area



Might this be the area for enjoying eating spaghetti?

Wernicke's Area

In her doctoral studies, Dr. Jerre Levy found that the mode of processing used by the right brain is rapid, complex, whole-pattern, spatial, and perceptual. Its processing is not only different from, but comparable in complexity to, the left brain's verbal, analytic mode. Just as important, she found that the two modes of processing often interfere with each other, preventing maximal performance.

With our human capacity for generalization and creativity, with universal observations of a diversity of behaviors, with Dr. Broca's labeling of a language "dominant" area, and with Sperry and Levy's continued research, it's not difficult to imagine a left brain/right brain war for superiority. Scientific research boomed, judgments flew, and accusations raged. This all occurred for the sake of understanding.

The use of the word "dominant" in reference to brain hemispheres contributed to distortions. "Dominant" alludes to pecking order, the victor in one-on-one encounters, the animal that can successfully displace another animal from food, mates, or the best nesting place. When speaking about the brain, however, "dominant" is merely a shortening of the technical term "language-dominant hemisphere." A more helpful term might be "preference."

The brain consists of three parts: the medulla, the smallest and oldest brain, also called the reptilian brain; the cerebellum or limbic

brain, which is common to all mammals and was developed after most reptiles of the dinosaur age perished; and the cerebrum or neocortex, also found in all mammals.

The medulla, developed before the skill of speech, is “preverbal” and controls unconscious and instinctual functions, such as autonomic brain, lung and heart functions. Because of the medulla, we don’t have to consciously think about the fundamental urges of survival, physical maintenance, hoarding, dominance, preening and mating.

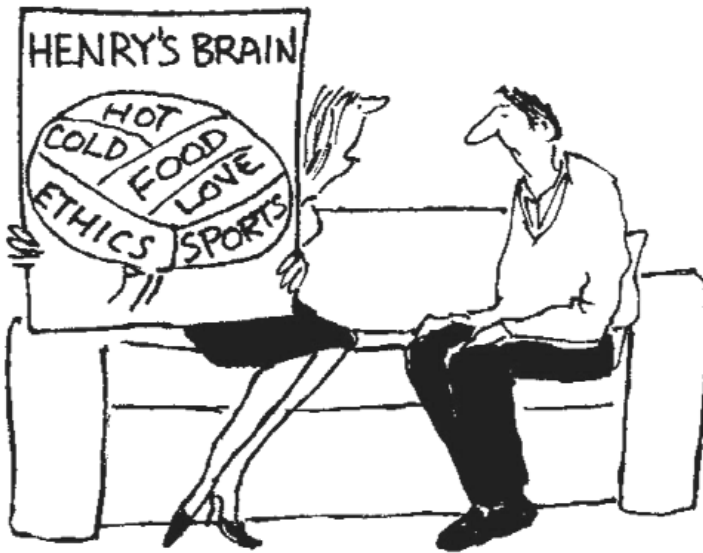
The Limbic System, centered in the cerebellum, governs bonding needs; it’s the brain’s emotion factory. This portion of the brain connects information and establishes memory.

The cerebrum constitutes five-sixths of our total brain mass and controls the processes of logic, creative thought, language and the integration of sensory information.

Ultimately, it would be best if all these parts of the brain worked well with each other. Hopefully the medulla that runs our body’s automatic functions will guarantee our survival while the cerebellum will link our emotions to experiences and create the memories of love and joy that make our lives worth living. As we can see, the more integrated and connected the three regions of the brain are, the greater the potential for complete living. Likewise, the left brain gathers sensory information for the right hemisphere to interpret and synthesize into patterns for the limbic system to remember, which allows the full physical body to receive instructions from the left brain to act now and in the future.

In addition to the different parts of the brain, George Miller, MD, discovered the Magic Seven rule. This observation states that the conscious mind can handle, at any one given instant, seven plus or minus two bits of information. This rule demands that the brain move from specific to a generalization and back to another specific. Precision has its drawbacks, as do generalizations.

With the brain's propensity for generalization to prevent being overwhelmed with minutia, researchers also found that the memory cannot be a faithful copy of the experience. The exact understanding of any memory doesn't exactly duplicate the experience. With an infinite variety of selective focus guiding the very input of the brain, and with the infinite spectrum of possible details stored in the memory, do you begin to understand the very foundation of our uniqueness? I imagine you are getting a sense to the complex task of brain functioning, including one particular aspect of our brain functioning, communication. I am sometimes amazed that any communication happens, let alone true connection.



**"Henry, point to the part of your brain  
that I'm getting through to."**

No matter which side of our brain we prefer to use, our brains are continually engaged in observation, description and definition, discrimination, generalization, reduction, differentiation in description and definition, integration, retention, recollection, rationalization, negotiation, resolution, and finally actions. The differences in choices of

actions cause different observations and subsequent analyses – all subjective and relative, all happening in a millionth of a second, instantaneously followed by another, equally complex process, as we receive the next bit of sensory data. How often is our miscommunication based upon a difference in the way we process information rather than the content of that information? I believe that our styles get in the way of our abilities to connect much more than the actual information transferred. By becoming more aware of our own preferences and the preferences of others through the Advanced Communication Index™, we can work to understand where these miscommunications occur, and how to prevent them.

Many of our behaviors seem diametrically opposed if not exactly opposite. The Chinese culture long ago labeled these opposing concepts “Yin” and “Yang.” If not opposite objectively, these concepts are certainly opposite subjectively.

The Duality of Yin and Yang	
Yin	Yang
<i>feminine</i>	<i>masculine</i>
<i>negative</i>	<i>positive</i>
<i>moon</i>	<i>sun</i>
<i>darkness</i>	<i>light</i>
<i>yielding</i>	<i>aggressive</i>
<i>left side</i>	<i>right side</i>
<i>warm</i>	<i>cold</i>
<i>autumn</i>	<i>spring</i>
<i>winter</i>	<i>summer</i>
<i>unconscious</i>	<i>conscious</i>
<i>right brain</i>	<i>left brain</i>
<i>emotion</i>	<i>reason</i>

J.E. Bogen, author of “Some Educational Aspects of Hemisphere Specialization,” (1975) offers parallel ways of knowing that quite eloquently expand the ancient Yin-Yang duality.

Parallel ways of knowing (J. E. Bogen)	
<b>intellect</b>	intuition
<b>convergent</b>	divergent
<b>digital</b>	analogic
<b>secondary</b>	primary
<b>abstract</b>	concrete
<b>directed</b>	free
<b>propositional</b>	imaginative
<b>analytic</b>	relational
<b>lineal</b>	nonlineal
<b>rational</b>	multiple
<b>sequential</b>	holistic
<b>objective</b>	subjective
<b>successive</b>	simultaneous

Bogen reports that the functions below are the domain of the Left Brain:

**Verbal:** Using words to name, describe, and define

**Analytic:** Figuring things out step-by-step and part-by-part

**Symbolic:** Using a symbol to stand for something

**Abstract:** Taking out a small bit of information and using it to represent the whole thing

**Temporal:** Keeping track of time, sequencing one thing after another, doing first things first, etc.

**Rational:** Drawing conclusions based on reason and facts

- Digital:** Using numbers, as in counting
- Logical:** Drawing conclusions based on logic – one thing following another in logical order
- Linear:** Thinking in terms of linked ideas, one thought following another, often leading to a convergent conclusion.

Bogen attributes the functions below to the Right Brain.

- Non-verbal:** Awareness of things, but minimal connection with words
- Synthetic:** Putting things together to form wholes
- Concrete:** Relating to things as they are at the present moment
- Analogic:** Seeing likenesses between things: understanding metaphoric relationships
- Non-temporal:** Without a sense of time
- Spatial:** Seeing where things are in relation to other things and how parts fit together to form a whole
- Intuitive:** Using insight, often based on incomplete patterns, hunches, feelings, or visual images
- Holistic:** Seeing whole things at once, perceiving the overall patterns and structures, often leading to divergent conclusions

To demonstrate these differences, here are ways that people with different information processing styles might relate to a bowl of soup. Remember that these are patterns, and none is right or wrong. They are simply different styles, like the different languages we've already learned about with the Advanced Communication Index™.

A predominantly **Linear** thinker might look at a recipe and wonder what this mixture of water, potatoes, salt and herbs slowly simmered might be. A **Holistic** processor might taste the soup and wonder about the cook's technique.

A **Logical** person would look at all the ingredients and measure them exactly as per instructions. An **Intuitive** person would cook with a little dash of this and a little dash of that.

A **Sequential** person would follow the directions exactly in the order written. A **Random** person might choose whimsically to rearrange the steps of the directions.

A **Verbal** person might not only read the recipe, they might also discuss it with experts. A **Nonverbal** processor most likely would simply jump in and begin cooking.

A **Symbolic** person might consider the esoteric values of the amount of love put in the food by the cook, and the warmth extended in the process. A **Concrete** processor would be concerned with the nutrients and possible caloric intake.

A **Reality-Based** person would simply eat the soup. A **Fantasy-Oriented** person might, while eating this soup, be recalling the finest soup they had ever eaten.

And since these choices aren't mutually exclusive, an infinite variety of combinations of the mentioned processes, plus an infinite number of these kinds of dualistic preferences, applied in an infinite number of conditions, both materially and temporally, certainly add spice to our soup of life. And what about chippino, borsht, vichyssoise or goulash?

All of us would agree that all of these aspects are different and viable methods of processing the infinite expression of life. But the definitions bring up as many questions as answers.

If someone uses his intellect to study black holes, like Stephen Hawking, are they left or right brain?

Since computers are digital, is Bill Gates left-brain Analytic or right-brain Holistic?

Can you be imaginative *and* sequential and, if you can, does that mean you're using both sides of your brain?

Does having hunches mean you choose to follow them? Does that indicate that a person is right-brained or simply spontaneous?

Certainly, having everything in its place could just as easily be a Visual pattern as much as a Logical pattern. How would you know the



difference?

Could this awareness guide us away from limitations and allow more learning and synthesis rather than compartmentalization and separation?

We know that a narrow gorge exists between the two halves of our brain, and that the halves use a bridge across the gorge – a bundle of nerve tissues (like a telephone connection) named the corpus callosum – to link together and synthesize both hemispheres and their processes.

When complex questions defy our left-brain logic, how often do we find a busy signal on this telephone wire? When right-brain creativity asks for left-brain logic to implement its schemes, how many times does it hear, “that number is not in service”?

When the left brain doesn’t understand the right brain symbolism, much of the communication gets lost, and, as a logical consequence, the left brain hangs up the phone. It’s time for both hemispheres of the brain to understand each other and work together more fully and more synergistically, so they’ll stop hanging up on each other?

Whether our process includes predominantly systematic reasoning or mystical leaps, whether we are logically methodical or musically whimsical, these are preferences that turn unconsciously to habits based on the success of our individual results. We could be mathematical or creative, Auditory or Visual, dominating or submissive, a pattern user or a pattern seeker, and hopefully we could learn from each of these other wonderful methods.

So often instead of observing their value, however, we choose to label these patterns as masculine or feminine. Women speak twice as many words as men, beginning before the age of two. Does that mean talking is strictly a female, right-brained trait, or could it be described as Auditory, or could it be both?

We perceive that intuition is the domain of females. Intuition is

defined by the Oxford dictionary as “the power of knowing or understanding something immediately without reason or being taught.” Could it be that women are simply being Kinesthetic and observing subtle clues to make what appears to be a quantum leap? Or it could be a right-brain gift! It could be both, as well. Someone who is right-brain, female, and Kinesthetic could be even more intuitive than someone with only one or two of these traits.

Many accuse men of having more difficulty with feelings than women. Does that mean that they are more left-brained and logical or are they simply more Visual? If a man breaks down emotionally, instead of viewing it as a defect with his left-brain strength, why not see it as exercising his right brain or Auditory, emotional nature?

When should we view logic and sequence as stuck in a rut or habit? When does creativity shift to being a flake? When did we start considering sensitivity as feminine and competitiveness as masculine? When may we view the so-called masculine and feminine characteristics such as left/right brain thinking, intuition, physical activities, vulnerability, competitiveness, anger, grief and nurturing, as universal human qualities rather than the domain of one gender or brain hemisphere?

Every human being has the infinite capacity to learn and implement each one of these traits and more. Everyone would also admit that with the complexity of any one of them, with an infinite number of traits to master and with individual preferences, unaware of different choices equally as efficacious, we could easily fall into habits of certain styles unconsciously. In a perfect world, women and men would display equal quantities or qualities of all possible wonderful characteristics simultaneously. In reality, this is not the case. Learning different applications, different hormones and different cultures provide an infinite variety and infinite learning for all of us. It is an admirable goal in learning.

Our American school system so successful with its left side

focus, lessens the practice of the right side processes that include the intuitive, imaginative, and artistic operations.

In *Be Your Own Therapist*, Thayer White MA, MFCC suggests,

*For this idolatry, we pay a heavy price. Statistics show that almost all children rank high in creativity before entering school. By age seven, only 10% of children rank high in creativity. By the time adulthood is reached (in the U.S.), only 2% of the population rank high in creativity. There appears, therefore, to be some correspondence between the idolization of logic and the death of creativity.*

I hope you can see the value of different modes of processing at different times. Likewise, I hope you can see that logic or emotion aren't the sole property of one gender, and that Kinesthetic, Visual, Auditory and Haptic learning styles are complimented and flavored by left- and right-brained preferences. Understanding Right and Left Brain preferences does not have to replace Kinesthetic, Auditory, Visual or Haptic styles, it tremendously adds to and augments an individual understanding of a person's uniqueness.

Telling time without a watch, preferring language over mathematics or algebra over geometry, remembering people's names, expressing feelings through drawing or writing – all these could be behaviors attributed to culture; Visual, Auditory, Kinesthetic or Haptic learning; and/or left- or right-brain dominance.

Since style identification is so uncertain in adulthood, could we identify preferences earlier to support expansion of the learning process? Could we identify different thought processes and methods for the benefit of education, relationships and personal growth, without educational tests or opening people's skulls to determine blood flow when asking specific questions?

In *"Of Two Minds: The Revolutionary Science of Dual-Brain Psychology"*, Fredric Schiffer, MD says that regardless of left or right dominance,

*...a healthy left and right mind with a respectful, cooperative relationship between them can lead you to a life of greater meaning, creativity, productivity, and fulfillment. Only when the relationships within yourself are in harmony are you best able to sustain a healthy relationship with another person.*

That is what is truly important for most of us, isn't it?

If we think of our minds as computers, we do have different inputs. Instead of a mouse, a keyboard and even a microphone, camera or scanner, we have eyes, ears, skin, nose and tongue. Just as we notice that we use our input devices in different sequence and frequency, could it be that we have the same variety and programming of the most complex computer in the Universe, our human brain?

While we accept that the programs we choose to put on the hard drives of our computer are highly individual and depend on our preferences, and are neither right nor wrong, do we remember that the programs in our brains are infinitely more individual and selective?

Do the programs we choose for our computers tell us who we are? Or are they indications of what we enjoy doing and what we have learned? Are there new computer programs coming out everyday that could expand our abilities or expand our enjoyment? Is the same true for the programs in our minds?

Just as loading our programs on certain portions of our computer hard drives, I don't think that it is too great a leap of logic to say that the left side of our brain is more active than the right side when we:

- Use language
- Write
- Read
- Solve math problems
- Process information in a linear, sequential manner

The right brain - the "Creative" Brain is more active than the left

side when we are:

- Listening to music
- Drawing
- Daydreaming
- Absorbing color, graphics, movement and rhythm

My guess is that most of us are simply trying to keep up with the infinite number of random inputs of life and using everything in our power to make some kind of sense out of it. Each one of us has our individual experience of life. Our lives are unique, with different skills and different blind spots as we encounter all our varied experiences in our unique order for learning.

Are you ready to look at your own eyes and the eyes of others in a different way?

## *Further Thought and Practical Application*

Do you recognize yourself or people in your life who are right brained or left brained?

Do you see the advantages and the challenges of being and/or relating to each of these dialects in communication style?

Do you ever feel that someone, including yourself, was too logical or too creative?

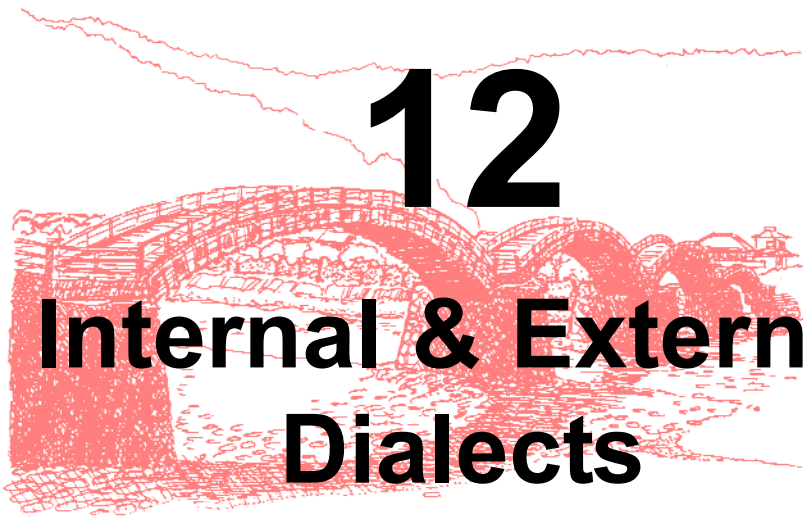
Do you understand when logical or creative might be useful, and are you able to shift into that dialect eloquently?

Do you understand how you might be able to better relate to others with this new knowledge?

How and when might you incorporate these opposite options into the natural dialect in your life?

# 12

## Internal & External Dialects



One of the most misunderstood, and yet significant, aspects of understanding yourself and others is the concept of introverted and extroverted – internal and external. Carl Jung considered this among the most important of the polarity differences in human behavior. Our use of internal and external flavors all our observations and is one of the major colorations for the four language types in the Advanced Communication Index™. As we discussed earlier, if we look at the four learning/communication styles as different languages, it's valuable to consider both the right and left brain, and the internal/external distinctions as dialects of those four languages. Using the Advanced Communication Index™, internal and external are also easy to identify in the eye pattern. Yet many researchers continue to equate this influence in human behavior to social gregariousness or shyness.

Actually, the debate regarding the inherent qualities of internal and external began in Ancient Greece with the great philosophers Plato and Aristotle. Aristotle, once a student of Plato, ultimately formed some opposite views in his school of thought and began a debate that highlights the basis of internal and external duality.

Both the content and the process of Aristotle's instruction differed from Plato's. Plato's dramatic dialogues contrasted with Aristotle's composing notes for his own lectures and letting others write them down and systematize them. Plato's transcendental forms contrasted with Aristotle's look at causes, form, use, reason and ultimate purpose. While the students at Plato's Academy were studying the abstract aspects of forms with geometry; the students at Aristotle's Lyceum studied the tangible aspects of life with biology.

Certainly, their many dualities in styles of teaching – intangible versus tangible, theory or practice, reflection contrasting experience – are most dramatically illustrated with their differing views on the nature of reality. Plato's reality flowed inwardly from the external ideal form; Aristotle's reality flowed outwardly from its internal causes and purpos-



es. Their thinking process may have been similar, but the direction of their focus was opposite.

Carl Jung viewed this historic philosophical difference in the nature of reality, this internal versus external focus played out with people in their social dynamic. He considered these internal/external preferences as some of the most important dimensions of personality and labeled them “extroversion” (external) and “introversion” (internal). In Jung’s efforts to explain human behavior, he naturally used words. Due to the very nature of words, the qualities that he described were soon considered to be good or bad. In our language, the definitions of the descriptions reflect our judgments about the comparative value of these strategies.

In “Webster’s Illustrated Encyclopedic Dictionary” (1990):

*Extroversion: An interest in, and aptitude for, dealing with the external world and other people, as opposed to oneself or one’s inner feelings.*

*Introversion: The directing of one’s thoughts and interests inward, especially to an excessive degree, accompanied by absence of interest in, or aptitude for, dealing with the external world and other people.*

Myers and Briggs, creators of the Myers Briggs Type Indicator<sup>®</sup>, seem to extend a generalization based on Jung’s observations. Isabell Meyers says:

*“Extroverts tend to be gregarious, enjoy being in groups, and like a lot of verbal action. They also like to think out loud, and typically have a large network of friends. Introverts, on the other hand, prefer intimate, one-on-one relationships, are typically reserved, prefer to think through ideas alone, and tend to feel drained by too much interaction.” (Myers, 1992)*

More recently, Lynne Henderson of The Shyness Clinic, Portola Valley, California, and Philip Zimbaro, Stanford University Stanford, California, reported,

*“The percentage of adults in the United States reporting that they are chronically shy, such that it presents a problem in their lives, had been reported at 40%, plus or minus 3%, since the early 1970s. Recent research indicates that the percentage of self-reported shyness has escalated gradually in the last decade to nearly 50% (48.7% + /- 2%). The National Co-Morbidity Survey in 1994 revealed a lifetime prevalence of social phobia of 13.3%, making it the third most prevalent psychiatric disorder. . .*

*“As job anxiety and related work stress gets carried over to one’s private life, there is a growing sense of being busier, working harder, and having less time and energy available for friends, family, hobbies and recreational activities. Recent national surveys reveal that those negative social consequences are becoming normative for the majority of the population... We may want to take note of increasing levels of shyness as a warning signal of a public health danger that appears to be heading toward epidemic proportions”.*

Introversion and extroversion have gone from a debate over a different focus for mental discipline by Plato and Aristotle to an “interest and aptitude in dealing with the external world” versus “the absence of interest and aptitude in dealing with the external world,” to the third-most-prevalent psychiatric disorder. In defense of the doctors, they defined a difference between introvert, extrovert and shy-extrovert, and made some tremendous research in cross-cultural behaviors.

Unfortunately, their study, and much of our culture, rarely considers introversion a viable, let alone a preferred, method of being.

I wonder if extroversion could attack a person’s health in any way. We consider outlandish, antisocial expression as socially dysfunctional, yet rarely identify it as a medical disease. Another question might be, does extroversion and our connections in human bonding keeping us from a deeper spiritual connection? What if the Internal people are

the wise ones? What if, by maintaining an Internal focus, people develop a tangible connection with an inner world that's much more peaceful and preferable to them than the External world? Henderson and Zimbaro mentioned that, "Shrinking back from life weakens the bonds of human connection." Could it be that this shrinking back from human bonds strengthens inner bonds? The Bible suggests that the kingdom of God is within, and that the meek shall inherit the earth. Might the orientation toward introversion be a valuable and viable choice rather than simply a reluctance to take on the External world? I hope all of us would agree that both Internal and External perspectives are valuable to our society.

I agree completely with Carl Jung that the distinction between inner and outer reality and an individual's focus in that area has an incredible effect on people and their relationships. However, the focus on social ease as a way of differentiating extroverts and introverts causes us to miss many, more important differences between the two ways of being. For starters, there are some extroverts who don't prefer being with people, just as there are some introverts who do. Even "shyness" is a variable term that may not help us correctly identify an introvert.

Henderson and Zimbaro found that, although the majority of shy people are introverted, shy extroverts do exist. Shy extroverts are privately shy and publicly outgoing. They flawlessly manage the requisite social skills in highly structured, scripted situations where they play prescribed roles and there is little room for spontaneity. Their discomfort increases immensely, however, when they are faced with the need for small talk and informal socializing. Moreover, different cultures encourage different levels of "shy" behavior. Henderson and Zimbaro reported:

*Research in the United States typically indicates that shyness is highest among Asian Americans and lowest among Jewish Americans. . . Using culturally sensitive adaptations of the*

*Stanford Shyness Inventory, colleagues in 8 countries administered the inventory to groups of 18- to 21-year-olds, usually in college or work settings. The overall pattern of results indicates a universality of shyness, since a large proportion of participants in all cultures reported experiencing shyness to a considerable degree — from a low of 31% in Israel to a high of 57% in Japan and 55% in Taiwan. In Mexico, Germany, India and New Foundland, shyness was more similar to the 40% U.S. statistic. Other data from this cross-cultural research shows that the majority in each country perceive many more negative than positive consequences of being shy, and 60% or more consider that shyness is a problem (except for Israel where the figure is 42%). There is no gender difference in reported shyness, but men have typically learned tactics for concealing their shyness because it is considered a feminine trait in most countries. In Mexico males are less likely than females to report shyness.*

So shyness exists everywhere, across gender and culture lines. However, culture may have profound effects on whether the behaviors we often define as “shy” are positively or negatively viewed. For example, Henderson and Zimbaro reported a possible explanation of the difference in scores in their study of global shyness. They found differences in introverted and extroverted people in Japan and Israel. Researchers considered a cultural basis for these differences highly likely. Japanese and Israeli cultures attribute credit for success and blame for failure differently. In Japan, people credit parents, grandparents, teachers, coaches, and others for success, and the society blames failure entirely on the person. Is it any wonder that often in the Japanese society this behavioral norm inhibits initiating public actions and a reticence to take risks as an individual, relying instead on group-shared decisions? In Israel, the culture reverses the situation entirely. Israelis shift the cause of failure to parents, teachers, coaches, friends, anti-Semitism, and other sources, and they accept all success as their individual enter-

prise. Even the word “chutzpa” takes on a positive connotation and contributes to a positive risk-taking orientation and bold assertiveness, regardless of personal skills, previous experience or counsel from others. Do you see how this Israeli attitude with blind courage of taking risks, with nothing to lose by trying and everything to gain, contributes to very different scores in shyness compared to Japan with their unique cultural choices?

Henderson and Zimbaro concluded,

*Much additional research is needed to more fully appreciate the role of culture and societal norms in fostering shyness as a life style or as an unacceptable response pattern, along with an analysis of the ways social agents transmit these values across generations. It is also important to distinguish between cultural values that promote shyness as a social control mechanism or a desired form of modesty and respect for authority, on one hand and personal values on the other hand that make shyness an undesirable constraint on autonomy and self-development.*

From this research, it becomes evident that risk taking, assertiveness, timidity, and a host of other behaviors we tend to link to extroversion/introversion may be more attributable to cultural influence than individual communication preferences. This suggests that a broader definition of what constitutes “internal” and “external” is required.

Certainly one step in the direction of clarifying distinctions between external and internal behaviors is made by Everett Robinson, MA, co-author of “The Personal Style Indicator” and author of the book “Why Aren’t You More Like Me? — Styles & Skills for Leading & Living With Credibility.” Robinson feels extroversion is a composite of his Expression (A) and Behavioral Action (B) dimensions that he measures with his profile. “Expression (A) sways us to being extroverted toward people but not tasks.” People who have high A preferences

are usually very outgoing, funny, like to entertain and love crowds of people. They also tend to be very accepting of others and make friends easy. Action (B) dimension also influences people to be extroverted, but toward tasks rather than people. People who have strong B preferences prefer to be alone because they can get more work done. They are hard-working and goal-oriented people who expect results quickly.

Robinson finds that introversion relates to Interpersonal Harmony (I) and Cognitive Analysis (C). Robinson theorizes that people with a high Harmony quotient are introverted towards people but not tasks and are usually very shy individuals. Even though they love people, they do not like being in front of groups or having people stare at them. However, they are not necessarily introverted toward completing outside tasks if they do them for the benefit of other people. People high in Cognitive Analysis (C) are more introverted toward tasks than people. They like to think about doing things, and to talk about doing things, but they do not actually like doing things. They often hesitate or stall because they are afraid of failing or not getting it quite right. They prefer to figure out how someone should do it and then tell someone else how to do it, rather than doing it themselves.

I find Robinson's research to be fascinating and I feel that the Advanced Communication Index™ with the views of Auditory, Visual, Kinesthetic and Haptic languages certainly contributes to new beginnings of sorting from an objective perspective rather than a subjective description. Obviously, an additional Internal, External description could augment the new sorting pattern of The Advanced Communication Index™. Just as we augmented our understanding of Visual, Auditory, Kinesthetic and Haptic styles with Right and Left Brain preferences, could we do the same with Internal and External dialects. Absolutely.

In the remaining pages of this chapter, we will learn how to see the internal and external component beyond influences of society and

culture. We will also figure out ways within those norms to interact much more effectively with the dialect of internal and external and their effects on the base languages of Visual, Auditory, Kinesthetic and Haptic.

Are you ready?

In spite of all the judgments and generalization that have been heaped upon introversion and extroversion, the terms are both valid and useful. Stripping away the emotional attachments of these two life strategies, there do appear to be two separate and distinct internal and external orientations. Thankfully, we can see it easily in the iris of the eye.

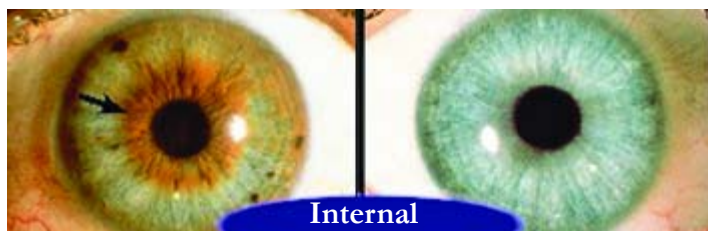
The internal, or reflective, dialect of the Advanced Communication Index™ is illustrated in the following graphic.

## ***Internal (Reflective) Dialect***



- Concentrated band of color encircling the pupil
- Breathes mostly through the nose
- Builds and stores internal energy, often building up & then exploding
- Sensitive, congenial, tolerant, insightful, conceptual nature
- Quiet and observant nature decreases communication, increases sensitivity and wisdom
- Talents: Stability, Empathy, Integration and Interpretation
- Areas to Strengthen: Self-Expression, Truthfulness & Decisiveness

As you can see in these next pictures, the Internal Reflectives (IRs) all have a concentrated band of color encircling the pupil. We notice the concentration of color as a brownish color in light-colored eyes, and a darker shade in dark eyes. There seems to be wide ranges of levels of internalization.



Internals breathe mostly through their noses. Over time, this breathing pattern builds and stores internal energy. This energy buildup continues adding inner pressure and ultimately demands expression. That expression can take form as words or simply as emotional explosions. This buildup can give others an impression of social interaction skills, a pattern completely contrary to the traditional introversion pattern. Actually, a question for Internal Reflective people may be, “Are you really comfortable interacting with people, or are you simply blowing off steam?” They are like a teakettle: when the water boils, the top will chatter or the whistle will blow. The lesson for the Internal Reflective person is to harness that steam for useful activities, to pour out the hot water to people seeking warmth and then to heat some more water.

Often, however, Internals fail to understand their steam, and remain quiet and observant, which has the effect of decreasing communication. Of course, it also may increase sensitivity and wisdom. Most internal people demonstrate congeniality, tolerance and insight. They often demonstrate a profound understanding of the nature of the universe.

Other people, especially External Expressive styles, often go to IRs seeking their wisdom and counsel. Sometimes, the external person



just talks and talks – doing what they already do best. The Internal Reflective listens quietly and observes. After an extended period of asking questions without waiting for answers, the external person concludes, “What great insights you have; thanks for your counsel,” and leaves. The IR respectfully smiles.

Unfortunately, being quiet and observant, with its automatic consequence of less expression, invites perceptions of deception and absence of decisiveness. Though being quiet and observant is simply a more conservative choice than being outgoing and talkative, our society sometimes harshly judges internal people.

Luckily, IRs usually don’t get upset over this false perception. They are very aware of an inner reality of peace, love, joy, and harmony. Their inner reality also has little pain and anxiety. Their inner sanctum is safe and gives them a feeling of divine presence that others may have sought for years. The challenge for IRs is to express what they know inside themselves and to integrate their inner awareness with outward actions to support improvement in our external world. Externals ask, “When will you share those blessings with us?” The answer in the hearts of all Internals is “*How* do we share these blessings with you?”

Interestingly, many IRs have found this peace because of significant pain or discomfort at an early age. Traumatic events often cause children to turn within. The very sensitive Kinesthetic child may become internal in order to feel the harshness of the world only as a slight intrusion. A normally-resilient Auditory child can become internal after an emotional trauma or a lingering emotional discomfort. The Visual child may turn within after analyzing the facts of an emotional event and concluding that it was a trauma. For the Haptic child, a combination of all three responses may be present.

The Internal person may identify some conscious event as a trigger, or may simply admit that the world has never felt comfortable. This

causes them to seek an inner, more tranquil existence. Once within, they often disconnect from the outside world in every aspect. Even their family doesn't feel safe to a disconnected IR, and they often suggest that they would like to go to a "Divine Home."

Different from the medical model that labels introverts as socially dysfunctional to say the least, an Internal person has one significant discomfort, and begins to appreciate their inner reality more than an External one. Where in the medical model, introversion is only an escape from a chronic condition of pain and is a continual pathological response, with the Advanced Communication Index™, an Internal discovers and maintains a preference, possibly though not necessarily during an event of discomfort, and begins living life from that inward-directed perspective.

The Internal Reflective talents of stability, empathy and appreciation are only truly effective for our world and for their own self-satisfaction if Internals use another one of their talents, integration, to learn to express, truthfully and decisively, a practical synthesis of their perceived inner perfection with an evolving perfection of the external world. With the challenges we face around the globe daily, it would be very valuable to have Internal people practice the dialect of External.

When you communicate with Internal people, please be as courteous with them as they are with you. If you are External, learn to be quiet and observe. If you are Internal, practice being External when you're with other Internals.

When you ask questions of Internal people, please wait for the answers. Their answers may astound you. When they respond in conversation with "uh-huh" for yes, encourage them to use words. In fact, ask them questions that require explanation rather than just a quiet nod. Does a silent persona demonstrate a style of communication or an internal, isolated behavior? Since Visual and Kinesthetic people speak less, does that mean they are all Internal? Does this style reflect a life-

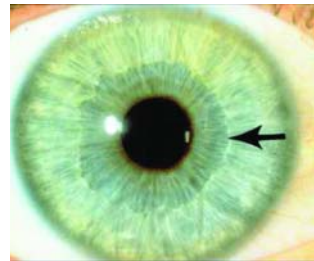
long preference due to some trauma, or does it reflect a temporary behavior due to authority issues? With the Advanced Communication Index™, we are able to sort out and clarify this particular dynamic. An eye pattern with an inner concentration of color represents an internal pattern with everyone, rather than simply authorities. Can you see the application of this dynamic in your children, mate, friends and associates?

For External people to be able to learn about themselves and to learn the talents of stability, empathy, integration and appreciation with the increased sensitivity and wisdom that the Internal possesses, they must first become aware of their individual style. Then they have to become aware of other people's styles. Then, by using the first steps outlined in Chapter 6, they can begin to emulate and experience the world of the other person by matching their behaviors.

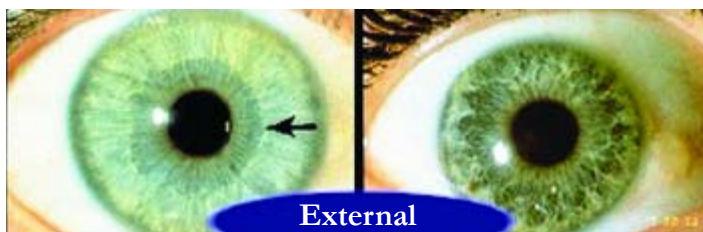
The External (Expressive) dialect in the Advanced Communication Index™ has the following characteristics :

## ***External Expressive Dialect***

- A ring pulled away from the pupil, an outside ring that is easy to see, & absence of color near the pupil
- Breathes mostly through the mouth
- Expert at releasing energy & generating peripheral activity, often going & going then collapsing completely
- Forthright, practical, social nature
- Expressive and incessant communication decreases sensitivity, increases honesty & directness
- Talents: Achievement, Coordination, Manifestation
- Areas to strengthen: Stillness, respectfulness, Inner Giving, Patience



There is a ring pulled away from the pupil and a finer outside ring that is easy to see. In addition, there is an absence of color near the pupil.



Externals breathe mostly through their mouths. Expert at releasing energy and generating peripheral activity, Externals often go, go, go, and then collapse. Externals run out of gas and then keep going until they have exhausted the fumes in the tank. The only time they rest is when they slam into a wall and are forced to stop.

Forthright and practical with a social nature, External Expressives are expert communicators. Their expressive and incessant communication decreases their sensitivity, but it increases their honesty and directness. (Internals are also honest, but their honesty is limited due to absence of expression – a sort of sin of omission.) With talents of achievement, coordination and manifestation, their challenges include stillness, respectfulness, inner giving and finding patience.

Their pattern requires a continuously vigilant “learn by doing” attitude. They may have experienced the kind of trauma that caused the Internal Reflective person to withdraw from the world, but the External person continued to prefer the exterior world, even with the pain or discomfort. When you ask an External about “inner reality,” they may have some intellectual understanding, but will normally have no tangible experience. An External Expressive person would have to spend a week fasting and praying to experience the inner reality that an Internal person experiences every day. Just as the Internal Reflective person has difficulty with expression, the External person is challenged by the idea of

reflecting to gain inner wisdom. They just don't give themselves time; they think they're too busy.

With some inner reflection, the External might make fewer errors and find greater universal satisfaction. They feel they do not have time. But they are only one step ahead of an indescribable fear that drives them, so rest and reflection, no matter how valuable they might be, are not even a consideration.

Would all Externals value an ability to reach true peace? Would they like to stop their impatience with themselves and the world? Being External myself I say, "Absolutely!" So I set out to learn. I taught myself to breathe through my nose and to nod instead of saying "yes" and adding some comment that seemed wise. Much to my amazement, I had to place my index finger on my lips to remind myself not to start talking. The more silent I became, the wiser I appeared. Why hadn't I learned this before?

Would all Externals value an ability to reach true peace? Certainly, if they would once experience it. Would they like to stop their impatience with themselves and the world? Being External myself I say, "Absolutely!" So I set out to learn. I taught myself to breathe through my nose and to nod instead of saying "yes" and adding some comment that seemed wise. Much to my amazement, I had to place my index finger on my lips to remind myself not to start talking. The more silent I became, the wiser I appeared. Why hadn't I learned this before? It was simply an unconscious pattern.

Do you see how this External orientation might affect the four language styles? I hope so. Would an Internal Auditory appear less gregarious than an External Visual? Maybe, depending upon the extent of both seemingly diverse patterns. Which one of the patterns affects the other more would also depend upon the situation and the amplitude of both of these behaviors. Would an External Kinesthetic somehow remain comfortable in the real world and appear more social and friend-

ly than an Internal Haptic who's seeking stimulation more in the inner world? Here again, it depends and would require more observation than simply a label.

How would any of these behaviors appear to an outside observer? Do you relate more to an Internal or External? Do you see the value of both dialects in life? Might there be a time to be reflective and a time to be expressive? Wouldn't it be better to learn to embrace both patterns, rather than unconsciously and habitually live from just one? From my perspective, absolutely.

## *Further Thought and Practical Application*

Do you recognize yourself or people in your life who are Internal or External ?

Do you see the advantages and the challenges of being and/or relating to this communication style dialect?

Do you ever feel that someone, including yourself, is either too quiet or too loud?

Do you understand how you might be able to better relate to others with this new knowledge?

Can you see the darker ring in Internal people's eyes or the External ring when you shake their hands?

What are the key components of being Internal/External?

How and when might you incorporate the Internal/External dialect in your life?

What results do you notice when you shift to the appropriate Internal/External dialect with other people?

Do people treat you with more respect as you respect not only the person but their preferred language?





# 13

## Synthesis: The Advanced Communication Index™



### **We are all uniquely Excellent!**

It's time to appreciate each other. As Voltaire said, "Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well." Appreciation begins with observation and continues with emulation. Learning from another, and following their example, is the highest form of compliment.

We learned about four different and distinct languages in the Advanced Communication Index™, and we learned that they are sometimes opposites of each other.

We learned to appreciate the strengths of the Visual style, with its sensory acuity that allows for magnificent analysis and visualization, which can help develop personal computers, flights to the moon, and solutions to the most complex human dilemmas of personal and societal health.

We can now appreciate the Auditory gifts of building relationships, reveling in the joys of emotions like love and peace, and surviving the desolation of grief and sadness. The Auditory style, with its feeling state, allows for spontaneous expression and fosters vigorous change, and sows the seeds for individual and global growth.

We recognize the value of the Kinesthetic style that, with its sen-

sitivity, offers a precious, subtle experience of life. The cultures with the longest tradition of being Kinesthetic remind us of the importance of honor and respect, and how the minutest of details is crucial for an impeccable life. Microscopically honoring every detail improves the process of life and ultimately brings infinite success.

We understand the advantages of the Haptic style, living the excitement of a three-ring circus and a barrel of monkeys all rolled into one. Haptic talents of speed, perspective, synthesis and integration lead us to a vitality and joy desired by all.

The learned to recognize and appreciate the Internal trait, which allows us to reflect on the past and dream the future now. Reflection supports an inner connection with our spiritual side, offers safe haven for the distressed and, with the development of wisdom, stimulates hope for humanity.

The External trait, with its gift of expression, allows for communication, action, and dissolving the illusion of our separation from each other toward the creation of a new reality. External people, with perspiration, bring inspiration to realization.

We gathered research suggesting that each side of the brain specializes in certain processes. We began to appreciate the left side of the brain, which governs rules of conduct in society and everyday tasks like walking, eating, working, and dancing. Left brain gifts include reason, logic, thought, and practical problem solution.

At the same time, right-brain activities contribute to a creative portrait of life. The brush strokes of the right brain are informal, spatial, and less structured. The palette of the right brain colors our lives with dreams, hunches, desires, insight and intuition. The right brain communicates using symbols and demands understanding of the symbolism.

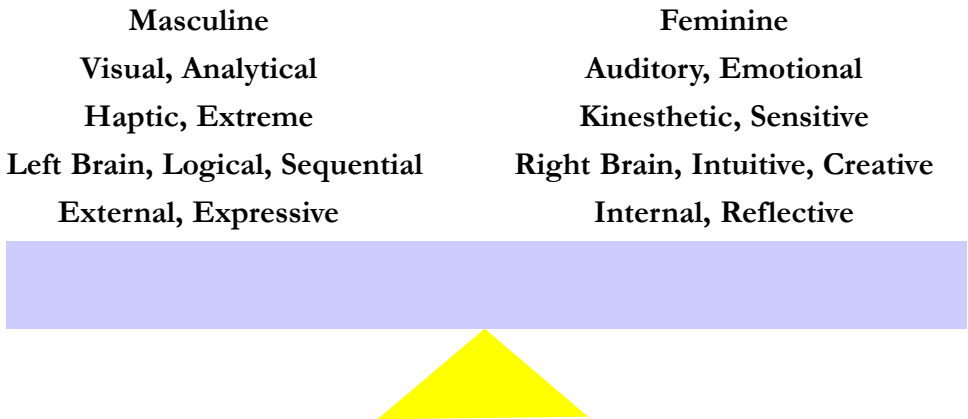
We learned from the pictures of eyes that all eyes are unique, and like style languages, often are opposite in appearance and in the behav-

ior represented. We saw that right and left eyes are different from each other, and that these differences have meaning. We found parallel connections between eye patterns (both style and number of characteristics) and brain-processing preferences, with corresponding individual behavior preferences.

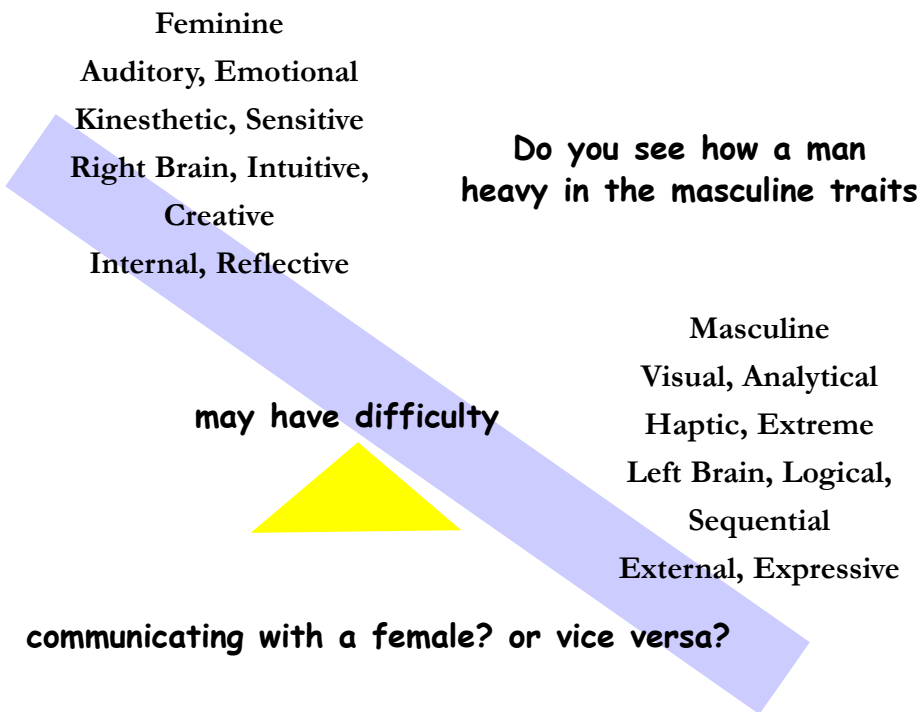
Each of us is unique, with an infinite combination of Visual, Auditory, Kinesthetic, Haptic, Internal, External, Right, Left and unnamed preferences, and an equally varied spectrum of volumes, shades, colors and senses within our expression of who we are and how we live. We have natural preferences.

Naturally, automatically, and quite inevitably, our preferences become our choices. Our choices become habits. Our habits become doctrine. Instead of our identity having certain behaviors, our behaviors become our identity. In *valuing* ourselves, we soon *devalue* anything unlike ourselves. Soon, we are defending ourselves and our way of life. We take it personally when someone questions our behaviors/identity. Rather than respond with fresh answers, new behaviors, or timely, innovative solutions, we react with rigid “that’s the way it’s always been” attitudes. Our time-tested behaviors may need new input.

So how do we remain alive? How do we grow to become as much as we can be? How do we know what to change and what to keep? *When* do we change *what* and *how*? How do we achieve a balance between old and new, ourselves and others, and all the other preferences that appear to be opposite? Striving for balance between work and play, self and others, thinking and feeling, sensitivity and excitement, reflective and expressive, logical and intuitive does seem an impossible task. The only answer for all of the above questions is self-awareness, understanding, and learning. After all, we have all of the qualities listed here:



In our innocence, we have often labeled these patterns as right or wrong, good or bad and habitually preferred certain ones. Though our preferences are all appropriate, each choice has consequences.



Our preferences can and do limit our abilities to connect with each other. But, in our infinite wisdom and creativity, we find balance.

**A man using exclusively masculine traits  
and no feminine traits**

**might not be able to  
relate at all...**

**Masculine  
Visual, Analytical  
Haptic, Extreme  
Left Brain, Logical,  
Sequential  
External, Expressive**

**And then our bisexual race would  
have NO FUTURE!**

A very Auditory person makes other choices of Haptic, extreme, External, expressive, and left-brain, sequential preferences to achieve balance.

## **PRECARIOUS BALANCE**

**A very Auditory/  
Emotional being**

**Becomes:**

**Haptic/Extreme  
External/Expressive and Left  
Brain Logical/Sequential**



On the other hand, a slightly emotional, right brain, and reflective person chooses a very Haptic perspective preference to achieve balance.

## PRECARIOUS BALANCE

**A slightly Auditory/  
Emotional being adds  
Internal Reflection to  
Right Brain creativity**

**Needs to be extremely  
Haptic for balance**



Just like high-wire walkers, we all suffer from precarious balancing when we attempt to maintain a static balance in a dynamic world. When the scales of balance ask for some emotion, it would probably be valuable to supply that quality at that moment. Rather than balancing with different qualities, an immediate response with the appropriate quality would also bring balance.

We do not have to be stuck in isolated worlds simply because we have different styles, languages, and dialects. Preferring one style over another doesn't mean we must exclude other styles. If we can speak our native tongue, like English, we can learn to speak other languages, like Spanish or Chinese, fluently. If we like the taste of Thai food, we may enjoy a plate of spaghetti as well.

Learning all the languages and all the dialects of the Advanced Communication Index™ will certainly include unfamiliar and slightly uncomfortable situations, but if we focus on learning and stay away from judgments of good or bad, the benefits will be tremendous.

## ANOTHER CHOICE!

**THERE IS A TIME TO BE:**

**Auditory, Emotional**

**Kinesthetic, Sensitive**

**Right Brain, Intuitive,**

**Creative**

**Internal, Reflective**

**THERE IS A TIME TO BE:**

**Visual, Analytical**

**Haptic, Extreme**

**Left Brain, Logical,**

**Sequential**

**External, Expressive**



There is a time to be analytical, a time to be emotional, a time to be sensitive, and a time to be Haptic and stimulated. Regardless of how little or how much money is in your checking account, does smiling or crying about it change the amount? Does thinking about a funny movie allow you to laugh, even if you're normally reserved? You might laugh more if simply you forget to think for awhile. When do you wish to be sensitive? I hope when you are holding a small child. Might emotional spontaneity be preferred when making love and developing a relationship? When you feel the emotion of love, I am sure it is much more satisfying, that emotional connection is far superior to any words ever written or thoughts ever conveyed on the subject. Artists for years have been searching for years to convey an emotion and they may facilitate the emotion but to describe the indescribable is impossible. When we are seeking new solutions, it is valuable to consider creative options from the palette of the right brain, and without left brain logic, the most valuable, creative thought might be difficult to implement. So many options and so many times in life when an infinite variety of styles are required, and so often we respond with our most familiar style as if it is the only style.



When we change our belief that our behavior is our identity, we can embrace different behaviors in different circumstances. When we stay away from “right” and “wrong,” we can have more individual and collective harmony. When we realize we all have the capacity of all styles, we can shift into the style required in the moment rather than automatically using our preferred style.

When you’re with a child, is it better to feel that tickle in your emotions, or is it better to think about the spreadsheet at the office? The answer is: it depends. When your employer is paying you and your baby is in the office with you as you’re working, you might lose your job if you glow in the joy of your child and forget about the spreadsheet.

The style to choose and use depends on the situation, timing, individual preferences, and desired outcome. There is a time to be mental and analytical, and a time to be emotional and spontaneous. There is a time to be sensitive and subtle, focused on the minutest detail, and a time to be stimulated with all the excitement life has to offer. There’s a time to proceed logically and sequentially, and a time for intuitive, imaginative, creative leaps out into space for new innovative solutions. There’s a time for internal reflecting of the past, wondering about the future, and pondering the mysteries of life and the infinite. There’s a time for the expression of all of the above in our world and with each other.

In our quest for understanding others and ourselves, creating more misunderstanding is contrary to our wishes. The last thing we would suggest is to use the Advanced Communication Index™ to create further division with rigid pigeonholes. A Visual, analytical person has emotions. A Haptic person senses things, and right-brain people have the capacity to balance their checkbooks. Everyone feels, senses *and* thinks. Some valid questions are: what do they think about, how do they think, when do they think, and do they feel before or after they think?

Author Karen Kirby, in her brilliant book, “Eye Opening, Eye Talk,” explains styles with her EyeRis™ Profiling System. She describes magnificently the spectrum of types of thinking to better see how the basic languages, dialects, and styles of the Advanced Communication Index™ might be in the different worlds of another style. Her profile eloquently describes the variety of modes of thinking, with the Visual language being affected by the dialects of right- and left-brain and Internal/External.

Whether or not the Visual style’s preference for thinking is our natural, first preference or a learned behavior we adopt when needed, everybody thinks. Some people simply do Visual more than others. In our Visual society, most of us find we need to use Visual behavior frequently, so it’s helpful to notice the differences in the dialects and perspectives of Visual. There are many more ways to engage in thinking than you might expect, and Kirby describes this variety of processes wonderfully well.

Kirby’s term for the Visual style is Mental Focus. Regardless of the label, Mental Focus/Visual people are inquisitive, analytical and cognitive. They process life with visual input and usually express verbally.

When these mentally focused people are External and outward-directed, they communicate information; they are probing, investigative, discerning, alert, intentional, and convey their thoughts to others in an articulate manner.

Mental Focus people who are Internal and inner-directed seek to gain knowledge. They are curious, examining, and aware. They understand thoughts after reflection.

Comparing the left-brain preferences to right brain-ones, notice the parallel distinctions:

## Mental Focus

### External

Communicates information  
 Probing  
 Investigating  
 Discerning  
 Alert  
 Intentional  
 Conveys thoughts to others  
 Articulate

### Internal

Seeks to gain knowledge  
 Curious  
 Examining  
 Aware  
 Prudent  
 Intuitional  
 Understands through thought  
 Reflective

Do you see how using an internal or external dialect affects thinking?  
 Let's look at the same dialects, adding right- and left-brain preferences  
 to each combination using Kirby's EyeRis™ Profiling:

## Mental Focus

External		Internal	
Left Brain	Right Brain	Left Brain	Right Brain
Communicates	Shares	Processes	Gains
Conclusions	Opinions	Facts	Understanding
Rational	Speculative	Pensive	Contemplative
Questioning	Inquisitive	Inquiring	Curious
Investigates	Explores	Analyzes	Creates
Facts	Connections	Facts	Realities
Vigilant	Forewarning	Precautionary	Foreboding
Willful	Purposeful	Debater	Dreamer
Principles	Theories	Philosophy	Visions
Articulate	Eloquent	Argumentative	Insightful
Lawyer	Humanities Professor	Accountant	Science Fiction Author
Consultant	Political Analyst	Computer Programmer	Story Teller
Manager	Movie Critic	Auditor	Quantum Physicist

When we add the major languages to any given profession, they will guide the choices we make within that profession. Say a lawyer was predominately Auditory. Would they focus on civil rights instead of mineral rights? Would a Kinesthetic lawyer gravitate toward being a judge or doing work in research rather than being an assistant DA with hundreds of offenses to juggle? Might the Haptic lawyer thrive in an office with lots of cases, diversity, and excitement more than in an office that required them to be stuck researching in law books?

Just because a lawyer is excellent in research or litigation doesn't mean they have good people skills. As we discussed earlier, the very same skills that make a person great in one area cause challenges in another area of their life. Fortunately, we can learn all styles.

Kirby further outlines each of the basic languages – Visual, Kinesthetic, Auditory and Haptic – and how right/left brain preferences and internal/external focus affect these language styles. The personality descriptions in Kirby's EyeRis Profiling System match the eye patterns of the Johnson's Rayid Model, and increase understanding of the Advanced Communication Index™ languages and dialects.

No matter how many ways we describe it, our differences deserve bridges to connect us more. Once we realize that we are all equal and simply different, we can appreciate our uniqueness and look forward to more effectiveness in all areas of life. In summary, please remember the hints from Chapter 6 for basic changes that will help you begin to build and strengthen those bridges.

To communicate effectively:

- With a **Visual**, communicate with pictures, facts, and thoughts. Stand on both feet equally, symmetrical, with your head still. Use a more monotone voice.
- With an **Auditory**, stand with your weight on one foot, breathe and move, and nod your head up and down when speaking. Add

music to your voice. Work on being emotional and spontaneous.

- With a **Kinesthetic**, be quiet, soft, and gentle. Wait to be spoken to. Use touch if appropriate. Show honor and respect.
- With a **Haptic**, mix and match your native Visual habits with the Auditory and Kinesthetic behaviors above, never using any one of the styles for very long.

Let's look at Visual Vincent, Auditory Alice, Kinesthetic Kate and Haptic Harry at a party, several weeks after all of them had read about **eyeTalk™**. Visual Vincent is wearing a suit, but he replaced his normal white shirt and tie with a fashionable silk mock turtleneck shirt. He is standing more casually with his weight on one foot. In fact, his posture mirrors the woman on his arm, Auditory Alice. Haptic Harry smiles as he approaches them both.

Vincent, smiling and obviously enjoying himself, says, "Hi, Harry, how are you?"

"Not as fine as you are Vincent. How are you Alice? So you both found each other and decided to become a couple! Best wishes to you both."

Auditory Alice replies, "Well once Vincent completed a plan for my business, and relaxed a little, we found we had lots in common and a great deal of respect for each other. We found that we had complementary skills, and we knew we would be stronger – professionally and personally – being together. Vincent asked me to accept the responsibility and credibility that my postgraduate degree indicated, and I asked him to relax more when we are together in social situations.

Visual Vincent adds "I suggested that I was open to suggestions on how to relax and relate to another person. Alice mentioned that relationship is much more about immediately responding to each other rather than forming any preconceived decisions. That made sense, as I have made lots of decisions and evaluated lots of relationships and none has lasted. With Alice, I simply responded. I listened not only to

her words, but to her tone, and I have learned lots.”

Auditory Alice agrees, saying, “And I realized that a friendly tone diminished my credibility. My musical voice was great for building relationships, but when I used it exclusively, people looked at me more as a friend than an authority, and that limited my effectiveness. Vincent asked me when I was teaching to shift to a style that more supported respect for what I knew. He encouraged me so much that I have doubled my business with some of his suggestions, and my business plan soon became our business plan.

Haptic Harry asks, “So you have become more entrepreneurial, Vincent, and you more businesslike, Alice?”

Auditory Alice gives an emphatic, monotone, “Yes” that speaks volumes of authority.

Visual Vincent offers a relationship building, musical, “Absolutely!” almost at the same time.

Both Auditory Alice and Visual Vincent are practicing speaking their new languages, and they laugh at their changes of style.

Haptic Harry smiles as well. He realizes that if he incorporates more of the Visual language processing style, he might be more effective and his risks could be more accurately calculated and be more rewarding. With more Auditory skills, he might have the relationship and mate he would dearly love, and have richer friendships with a wide range of people like Visual Vincent and Auditory Alice. He gave Alice a copy of “**eyeTalk™**, Bridging from Communication to Connection,” and Harry realizes that both of them had read the book and were beginning to apply its lessons. He is silent, practicing being still and applying sensitivity with his new friends. He thinks to himself that maybe with enough practice he might even attract someone like Kinesthetic Kate.

Even before Harry has much time to consider the possibility, Kinesthetic Kate approaches.

Auditory Alice softly says, “Hello, Kate.”

Visual Vincent and Haptic Harry – even more softly – offer, “Hello Kate.”

Kinesthetic Kate lowers her eyes and raises them slowly, responding, “Hello, everyone,” and gently takes Alice’s hand.

Auditory Alice says, “Kate and I have become great friends. She came by and used her talents in Feng Shui and created a much more wonderful home and office for Vincent and me. I am amazed at her talent.”

“I understood the principles of Feng Shui, and I must say that the application of the ancient discipline is profound. So subtle that it would be difficult to describe, and yet definitely noticeable. Our clients notice it as well,” adds Visual Vincent.

“Sounds wonderful,” says Haptic Harry, quelling his enthusiasm for having his offices and home treated equally. He knows that overly enthusiastic excitement might discourage Kinesthetic Kate from serving. Instead, he waits for a proper moment and opportunity to present itself if any mutual interest might surface. To Alice, he says, “I would love to experience your new office.”

Auditory Alice says, “Please come by anytime.”

Visual Vincent, understanding Harry’s interest in Feng Shui and Kinesthetic Kate, respectfully asks, “Might all of us have tea at our home sometime, and get to know each other more?”

Kinesthetic Kate gently squeezes Auditory Alice’s hand in support and acceptance. Lowering her eyes, she says softly, “I would enjoy a tea together.”

Haptic Harry calms his hopes and says simply, “Cam On,” “Thank you” in Kinesthetic Kate’s native language. Not only the words, but the tone, the softness, and the demeanor of the communication built a wonderful bridge that could grow between both of them.

Visual Vincent, Auditory Alice, Haptic Harry and Kinesthetic

Kate have grown using **eyeTalk™**, learning together from each other. All would admit that life is richer, easier and more fulfilling in all areas with simple shifts that they didn't know were important before.

Are you convinced and excited about knowing your style and the style of those in your life? Are you ready to become as much as you can be, and connect with all those people in your life, that we may forge an eternal bridge for an infinitely harmonious world that we all deserve? It begins with one connection at a time and ends with the fulfillment of peace and harmony beyond words. I look forward to connecting more with you.





# **14** **Global** **Importance**

The absence of true connection between humans reached global proportion with the tragedy of September 11, 2001. The level of despair for anyone, even a madman, to commit suicide and kill thousands of innocent people demonstrates an incredible communication gap. For someone to feel so unheard, to have such disconnection to humanity, to act in such a manner is beyond comprehension. While the act itself was unprecedented, therapists have observed for years the disconnected communication it reflects.

Milton Erickson, famed psychologist and therapist, began observing a patient in a mental hospital. The patient had a malady known as “word salad,” speaking words without any sentence structure or appearance of connection. Dr. Erickson, with his impeccable observation process, closely watched his patient’s patterns.

Finally, after several weeks of observation, he mirrored back this particular word salad, matching his patient’s tonal inflection, rhythm, rhyme, volume and apparently random, disorganized, disconnected word choices.

After several minutes spewing words back and forth like this, the patient blurted out, “Doc, why don’t you talk right?”

It was the patient’s first sentence that “normal people” could understand. No one had ever taken the time to understand him. So, unconsciously, the word-salad speaker chose at some level to not to understand others, either. When someone finally took the time to understand him, he was able to break the salad pattern.

I wonder how many people we communicate with every day realize that, in our minds, they, too, are speaking word salad?.

From outward appearances, word salad must be spoken in Africa, the Middle East, China, and Northern Ireland. It’s certainly being spoken between races, generations, and genders. Republicans and Democrats, the elected and their constituents, speak word salad every day. I hear word salad at work, at play, with families, and students, from

postal workers with guns and from computer hackers sending e-mail viruses, and from the world around me. Obviously, most of us feel equally as misunderstood as Dr. Erickson's client.

By understanding ourselves and others, we *can* move from word salad and miscommunication toward communication and then beyond to connection. With the Advanced Communication Index™, we can accurately understand ourselves and those in our lives, and we can begin to connect with each other for a harvest of incredible benefits.

On July 4, 1776, the thirteen original colonies of America officially declared:

*We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.*

This passage from one of the greatest documents ever written is a cornerstone for Americans and more importantly, for humans. It's a basic block for building an ideal of human expression.

The self-evident, sacred and undeniable truth that all beings are created equal lays a foundation for really living a life our Creator would endow. By living in the melting pot known as America, we realize that we may no longer live isolated in our own world. We breathe the same air of our universal community. Water flowing through every ocean and river washes the cells of our bodies equally. All hearts pump blood, a life-giving fluid, with the rhythm of eternity in a miraculous orchestration of a divine symphony.

All of us can easily recognize the infinite diversity of people on our planet by their appearances, sizes and shapes; through their languages, sounds and gestures; and in their cultures, religions, foods, ideologies and methodologies, all coexisting in our "global village." This infinite variety of humanity, with its infinite perspectives, could be the key to our very survival. Since we all are equal and different, it is logical

that we have excellence in different areas.

Most would agree that excellence, possibly viewed as an option in the past, might be a requirement in today's world. More than coexistence, tolerance and acceptance of each other for peace, it's time for partnership. More than suppression of one behavior over another with strength and aggression, it's time for consensus. Rather than withdrawal from uncomfortable situations personally or globally, it's time for embracing each other and never letting go. Now is the time for health to be more than absence of disease and peace to be more than absence of war. Now is the time to combine the infinite variety and complexity of our individual and collective excellence to move beyond surviving to thriving. It's time to move beyond communication to connection.

A Buddhist Bohdi Chitta (a person attaining enlightenment for the benefit of others) friend gave me tickets to experience His Holiness the Dalai Lama's teaching of the "Heart of the Perfection of Wisdom Sutra". During a three-day seminar, His Holiness the Dalai Lama enlightened thousands of people about the nuances of a single-page sutra. Written in Sanskrit thousands of years ago, it's one of 83,000 wisdom teachings by the Buddha, and many describe it as the core of the professional-wisdom sutras. His Holiness the Dalai Lama told of three kinds of suffering:

The first is the kind of suffering we know as pain – the physical that too often enters our lives and the lives of our loved ones. Most of us consciously prefer to avoid pain.

The second is change – reluctance to experience either pleasure or pain for fear it might be painful limits our expression of life.

The third is most likely the most insidious and the most prevalent kind of suffering – our mental conditioning.

Mental afflictions of ignorance, bias, prejudice, absence of awareness, habitual behavior, lack of understanding, delusion, distortion, desire, and judgment all become inner enemies and cause great

suffering. An inner enemy's only function is affliction. We can transform external enemies into friends, eliminate them or run away from them. This is not the case with inner enemies. They will never be your friends, it's unlikely you will ever eliminate them, and they will always be with you.

These enemies are part of you, and all you can do is mute their effects on your life. His Holiness suggested attitudes and choices certain to mute the causes of suffering: loving kindness and powerful compassion.

The requirements for powerful compassion are:

1. Sensing our closeness to others, noticing our connectedness and developing empathy;
2. Cultivating an understanding of the three natures of suffering (actual pain, change, and mental conditioning);
3. Admitting our individual suffering.

When you combine these three requirements, you soon realize that letting negative experiences affect your life soon becomes an endless cycle of suffering. The endless nature of mental affliction, along with negative thoughts and emotions, contributes to our suffering, diminishes the quality and shortens the quantity of our lives, and blocks everlasting peace, love, joy and harmony.

Instead, when you plant peace, love, joy, and eternal happiness, you will begin cultivating orchards of behaviors that provide fruits of human nourishment and safe haven – not only for yourself, but for those in your life as well.

Plant the tree of Humanity, realizing that we are first and foremost human, and that we have many more similarities than we have differences.

Plant the tree of Ultimate Truth, realizing that our behaviors are simply behaviors and not our identity. Absolute Reality is independent of our perceptions of it, and it's never dependent on any condition or

personal view.

Plant the tree of Honored View, developing empathy, seeing others as the kindest, most nurturing people we might ever know. Notice everyone offering that loving kindness and infinite love to you.

Fertilize the trees with New Understanding that we are all connected. If one person suffers in the community, ultimately everyone suffers. We are not isolated from each other in any way. The Bible says, “The first shall be the last and the last shall be the first.” The only way this concept could be true is that we are all one.

Hoe out the weeds of self-grasping, the rugged short-sighted individualism, acting like “I’m the only one in existence,” and self-cherishing attitudes.

Now is the time for fulfilment, for eating from the trees in our orchard of new behaviors, for moving beyond the fruit of the tree of good and evil, for seeing beyond the duality of the mind, and for discarding any labels we have placed.

Just as the fourteenth Dalai Lama taught on that warm day in May, Buddha’s teaching is summarized with the following:

*“Therefore, one should know the mantra of the perfection of wisdom – the mantra of great knowledge, the precious mantra, the unexcelled mantra, the mantra equal to the unequalled, the mantra that quells all suffering. . . the mantra of the Perfection of Wisdom : Tadyahtha – gate gate paragate paramagate bodhi svaha!”*

Roughly translated, it says, “Go beyond this side to the other side, and root yourself in the ground of enlightenment.”

Enlightenment – understanding yourself – is the first step to finding new solutions. Understanding others is the second step to living and working together in peaceful union.

America demonstrated union when we began building our great nation. The Preamble to the United States Constitution set the corner-

stone for that Union:

*We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.*

Perhaps it is time now for a Global Constitution of Human Union with a creative preamble for the benefit of all people:

*We, children of God and varied inhabitants of planet Earth, logically and creatively choose a perfect union with the Ultimate and Permanent Reality, with God and all creation.*

*Compassionately and passionately, with continual loving kindness, we eliminate the need for crime and its subsequent justice; cultivate domestic and global harmony – individually, collectively and environmentally – through infinite understanding.*

*sow and harvest magnificent peace, infinitely and eternally, with orchards and vineyards of new honor and respect for all;*

*stimulate abundant prosperity, universally, at all levels for all people, with altruism beyond comprehension and description;*

*and secure all the blessings our Creator intended for ourselves and all of His other creations, now and forever;*

*and we do establish this constitution for the United Global Nations of Earth.*

*One planet, with love, joy, peace and harmony for all.*

*And for the support of this Declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our Lives, our Fortunes, our sacred Honor and promise to connect and understand each other in all areas with the support of the Advanced Communication Index<sup>TM</sup>.*

Even if you read this book in a library or someone's home,

please sign the book with your name, as this book is only as important as the people who have taken this pledge. This declaration is our declaration. This book is not the owner's book, it is not the library's book, and it is not the author's book. This book belongs to all of the children who pray for peace, all of the souls who pray for love, all of the parents who pray for wisdom, and all of the generations who pray for joy.

Just as the founders of the United States signed the Declaration of Independence, please sign this book. Your signature is your commitment to your individual and our collective well-being and to everything that is holy. You are one of the founders of our United Global Nation. Share this book with others to get their signatures, as they are founders too. As the United Global Nation grows, let us all prepare for infinite and eternal peace, everlasting love and joy, gratitude beyond description and conception, the life we all deserve.

---

Signed

Date

Thank you for your signature and yelling loudly, Amen! So be it! Thank you for Eternal Compassion and Infinite Loving Kindness. Thank you for all the children now and forever more. Thank you for becoming the true you and making the dreams of everyone come true.



# Coming Soon!

On American money, we print *In God we trust* and *E Pluribus Unum*, (from many one). In the same fashion, with **eyeTalk™**, we move forward with exactly the same method used by our American forefathers: with amendments. Amendments to the American Constitution were specific applications to clarify the intent of the Declaration of Independence and the Constitution. Let's begin composing amendments to the Global Constitution of Human Union with applications of the Advanced Communication Index™ in the areas common to all our lives.

In “**eyeTalk™**, Strengthening the Connection”, John Meluso gives us specific applications and reminders for areas of life common to us all:

## **eyeTalk™ Knowing Self and Others - Application**

Lao Tsu said, “He who understands others is learned, he who understands self is wise.” He who understands both self and others and communicates using the Advanced Communication Index™ has abundance in all areas of life and makes all their dreams come true.

## **eyeTalk™ Marriage and Relationship**

There is no greater laboratory to practice the science of connection than in a committed relationship. Are you communicating and connecting in your intimate relationships as much as you wish?

## **eyeTalk™ Parenting**

If the marriage relationship is the greatest laboratory for the science of communication and connection, children are the greatest catalysts for connection experiments. Using their magnificent gifts adds luster and fuel to the fire of connection begun with procreation. Can we include them more grace-

fully for their benefit and ours?

### **eyeTalk™ Education**

Consider the task of all instructors, speaking new concepts in four different languages simultaneously, with no authority or respect offered by their students, underpaid and over worked, guiding the future leaders of our world. *Strengthening the Connection* gives you creative solutions for making the essential instructor-student connections in the field of education.

### **eyeTalk™ Business**

Work has become our new family in American society. John shows you how our work families can be more harmonious and how connection among employers, employees, coworkers, and clients can improve profits and satisfaction.

### **eyeTalk™ Hiring and Management**

Speaking an employee's language can certainly assist in mutual understanding. Knowing and understanding an employee's natural talents and weaknesses allows for improved placement. Understanding an employee and molding your style of management for most effective results.

### **eyeTalk™ Teamwork**

Increased rapport between coworkers allows negotiation and resolution of challenges. Relationships that are nurturing, growing and enjoyable make for more efficient and productive teams.

### **eyeTalk™ Sales**

As a salesperson, would you expect your foreign client to speak your language when you made a sales presentation in their country? Salespeople miss more sales due to absence of connection than absence of demand. Connection is the key to relationship-building. Relationships, honor and respect breed repeat business. John will tell you how to connect more!

## **eyeTalk™ Leadership**

A leader is only as good as the number of people led and the satisfaction of the followers. Learn to lead by example, lead with compassion, lead with connection.

## **eyeTalk™ Customer Service**

Building tenaciously loyal clients is the best marketing tool in the world. Learn to assure repeat business by keeping your clients happy.

## **eyeTalk™ Presentation Skills**

Surveys document public speaking as second only to death in the list of human fears. Some say they would *rather* die than stand in front of a room of people. Knowing there are at least four different languages in the audience demands you to speak four languages at once. Learn how to really connect with an audience.

## **eyeTalk™ Telemarketing**

How do you speak to a Visual person on the phone? How do you get an Auditory person *off* the phone? How do you communicate honor and respect in a telemarketing phone call? You'll learn these techniques and more in *Strengthening the Connection*.

## **eyeTalk™ Organizational Structure**

The very structure of our organizations affects our abilities to connect with each other. The rigid patterns of authority and inherent organizational structure provide a rich environment for misunderstanding and limit connection.

## **eyeTalk™ Web Sites**

Learn how to design a Web site attractive to right-brain creative people *and* left-brain analytical people. Learn how to make sure your Web site

appeals to emotions *and* presents the facts, while not disturbing sensitivity. Learn how to encourage reflection and spur action at the same time.

### **eyeTalk™ Marketing, Advertising and PR**

Media, whether television, radio, or print, is one of our most dynamic and creative endeavors. With an infinite variety of methods of expression, and an equally varied environment, all information about ways to connect potential consumers is prized. The Advanced Communication Index™ supports new avenues of really connecting with all the processing styles simply by being aware that there are four different and distinct languages in any audience, and that creativity can be included to reach all languages within an audience at the same time.

### **eyeTalk™ Hospitality Industry**

The Hospitality/Entertainment industry, – travel, meals, lodging, movies, video, and television networks – is confronted with pleasing all the aliens that arrive from every planet in the universe. Learn how to plant a universal translator into your business to maximize the guests' pleasure with impeccable connection and assure profits.

### **eyeTalk™ Spiritual Practices**

Various spiritual practices support different communication/learning styles differently. It is profound to begin to utilize an understanding of the different styles of communication and provide a more diverse and wider perspective of any spiritual discipline. How would Catholicism be different if you felt it with every cell of the body? How would Buddhism be different for an Auditory or Visual person? Learn how to deepen spiritual practice by simply experiencing the spiritual practice in a different language.

### **eyeTalk™ Associations, Churches, Boards of Directors**

Operating non-profit and other volunteer organizations requires impeccable connection and tremendous communication to keep volunteers

from burning out, and volunteer organizations from diminishing their effectiveness or dying.

### **eyeTalk™ Countries and Other Arbitrary Boundaries**

There are no boundaries when we look from thousands of miles in the air. Learn which communication techniques, through use of the Advanced Communication Index<sup>™</sup>, can be applied for a real United Nations.

Also watch for individual volumes of From Communication to Connection: for parents, for teachers, for relationships and more.

*Do Oprah Winfrey, Mark Victor Hansen and the Dalai Lama communicate and learn the same way ?*

*May we notice 'ADD' and 'ADHD' early and relate to these people differently ?*



*Could eye patterns determine learning styles to better understand and educate our children ?*

Imagine  
Imagine  
Imagine...

*John Meluso, \*Doc eyeTalk™ knows!*

...someone you've never met before looks you in the eye and gives you an amazingly accurate description of your personality, your talents and abilities, your preferred learning style, your communication style, and your relationships with friends and loved ones. And then, before you can recover from your astonishment, offers to teach you the skills involved. *Would you be intrigued?*

Author and professional speaker John Meluso, Doc eyeTalk™ does just that with his book, "eyeTalk™, Bridging from Communication to Connection" introducing this fascinating new skill.

John Meluso, author of the revolutionary new book, "eyeTalk™ – Bridging from Communication to Connection", is a member of the National Speakers Association appearing in the *Who's Who Directory of Professional Speakers* each year since 1994. eyeTalk™ is enlivening, simple, captivating, concrete, and tremendously enjoyable!

eyeTalk™ offers practical pathways, bridges across the communication canyons that exist with our children, in schools, with our mates and families, in businesses, between countries, and in our worlds.

Discover new ways to profit by understanding your own and other peoples' communication patterns, and how you can relate more effectively to communication styles that are different from your own.



Doc eyeTalk™ assures exciting radio, television, and newspaper interviews "for your views/readers." Contact him through Beth Lacombe Shafer, Current Events Co., 603-743-1469 or, John directly at 404-931-1123, or email at [john@meluso.com](mailto:john@meluso.com). Check out his website, [www.meluso.com](http://www.meluso.com). Ask for a **FREE** copy of his book!

*It is time to look at the eyes as the window to the soul. Viewing the soul through the eyes, with the understanding of eyeTalk™ is a key to the door of solving our individual and collective challenges. Are you ready for a new view and to understand what you see ?*

*You know  
the Answer  
is e-Yes  
(eyes)*

**"eyeTalk™**  
*is captivatingly compelling,  
irresistibly attracting and a  
brilliantly original way to  
communicate. I love this novel  
technique, its originator and, most  
importantly, its results."*

Mark Victor Hansen, Co-creator,  
#1 New York Times best-selling series,  
Chicken Soup for the Soul®.

\*Doc eyeTalk™ is a trade name and does not indicate a PhD or an MD degree. However Doc eyeTalk™'s skills do build bridges across communication canyons and resolve many issues.



[www.meluso.com](http://www.meluso.com)

*Imagine this*, someone you've never met before looks you in the eye and gives you an amazingly accurate description of your personality, your talents and abilities, your preferred learning style, your communication style, including your relationships with friends and loved ones. And then, before you can recover from your astonishment, offers to teach you the skill involved. Would you be intrigued?

What if the patterns in the eyes gave us more information than you could imagine? All of us easily recognize the dramatic diversity of people, appearances; sizes and shapes, languages; sounds and gestures, cultures, religions, foods, ideologies and methodologies in our global 'village.' Could information about our eye patterns help in understanding ourselves, and those around us? The answer is yes and combined with our infinite variety of humanity, rather than stimulating prejudice and separation could be the key for our very survival. By understanding ourselves, and understanding others, we can move away from separation and miscommunication toward communication and beyond to connection. With the **eyeTalk™**, we may accurately understand ourselves those in our lives, and begin to connect.

Using the revolutionary, new methods for connection with **eyeTalk™** expands and stimulates:

More profitable business relationships, Dynamic efficient and effective teams, Enhanced employer/employee relations

Happier, more tenaciously loyal clients, Lessening of gender, racial and religious prejudices, Increased inner and outer peace, individually and collectively, Enriched, loving, harmonious marriages and other relationships, Graceful, easier parent/child relationships, Personalized education systems for children, parents and teachers, Continuous performance enhancement

We have all heard that the eyes are the windows to the soul. Now is the time to actually look at the eyes as the windows to the soul. Viewing the soul through the eyes with the understanding of the Advanced Communication Index™ is the key that will unlock the door to solving our individual and collective challenges in our global world. Are you ready for a new view and to understand what you see?

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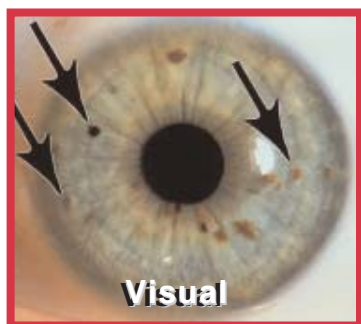
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# ADVANCED COMMUNICATION INDEX™ - ACI™\*

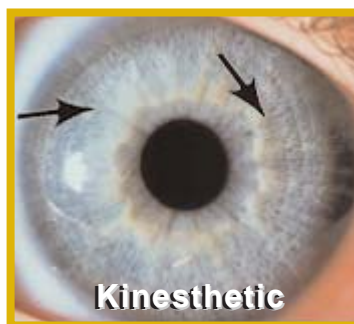
*Four Major Communication Styles of eyeTalk: Bridging from Communication to Connection, by John Meluso Jr.*



**IRIS TRAITS:** Dot-like pigments.  
**Personality:** Thinking, analytical, visual, often rigid, needs proof for change.  
**Style's talent:** Clear, knowledgeable. **Favorite pronoun:** I (1st person).  
**Style's skills:** Leadership, attention to detail, clarity.  
**Lesson:** Trust others, delegate, integrate & to go with the flow.  
**Fears:** Letting go, criticism, intimacy & the unknown.  
**When stressed:** Anxious, frustrated, avoiding, loss of confidence.  
**Positive expression:** Control, focus, analyze, plan; **if blocked**, opinionated, interruptive, avoiding, **if they learn** to allow, to flow & be open, **they experience** feeling, silence, achieving a state of knowing, truth.



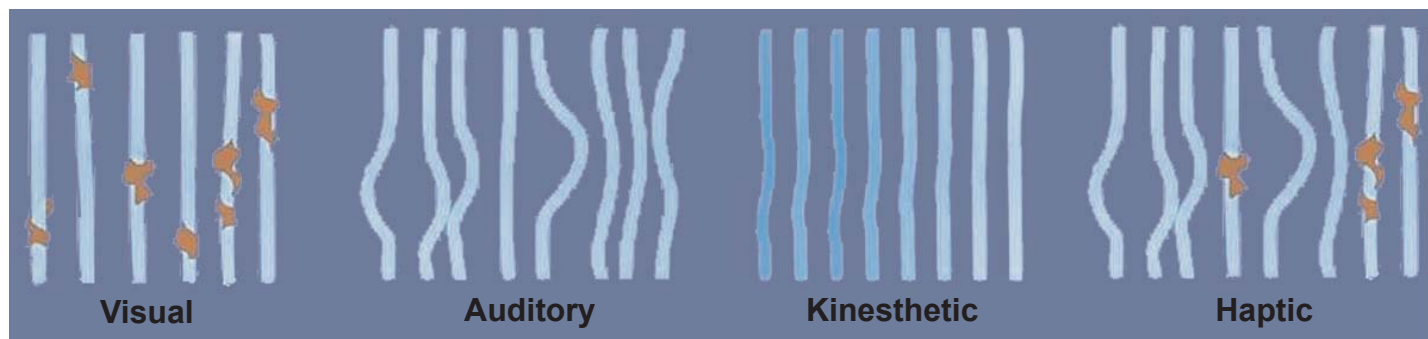
**IRIS TRAITS:** Curved or rounded openings.  
**Personality:** Emotional, feeling, expressive, changeable & auditory.  
**Style's talent:** Flexible, spontaneity, rapport.  
**Favorite pronoun:** You (2nd person).  
**Style's skills:** Resiliency, sociability & relationship.  
**Lesson:** Trust themselves, self-control, poise, to focus & be direct.  
**Fears:** Abandonment, separation, suffocation.  
**When stressed:** Angry, depressed & blaming.  
**Positive expression:** Open, soothing, quiet; **if blocked**, angry, depressed, blaming, **if they learn** to be self-responsible, accept, clarify, **they experience** certainty, joy, achieving a state of peace, warmth.



**IRIS TRAITS:** Straight lines/streaks of color.  
**Personality:** Amiable, intuitive, sensitive, grounded.  
**Style's talent:** Connection, stillness, mediator, sensing.  
**Favorite pronoun:** We (3rd person).  
**Style's skills:** Balance and stability, empathy, support, integration, sensitivity.  
**Lesson:** Trust, forgiveness, to release & find purpose.  
**Fears:** Change, initiation, mistakes, hurt, disrespect, dishonor of self or others.  
**When stressed:** Helpless, acquiescent & stymied.  
**Positive expression:** Support, service, balance; **if blocked**, they feel shutoff & indecisive, **if they learn** to initiate, act, move & give, **they experience** nurturing, unification, achieving a state of belonging, stillness.



**IRIS TRAITS:** Dot-like pigments and rounded openings.  
**Personality:** Driven, progressive, in motion, extreme & unpredictable.  
**Style's talent:** Vitality, joy.  
**Favorite pronoun:** They (4th person).  
**Style's skills:** Motivation, originality, zeal & achievement.  
**Lesson:** Consistency, moderation, stability & trusting themselves & their physical sensations.  
**Fears:** Failure, being stifled, commitment, being controlled  
**When stressed:** Autocratic, fractured, scattered.  
**Positive Expression:** Drive, motivate; **if blocked**, they are reckless, isolated, **if they learn** to plan, join, connect, **they experience** peace, sense of completion, a state of synchronicity, aliveness.



\*ACI™ as described in the book, *EyeTalk: Beyond Communication to Connection*, by John Meluso Jr.

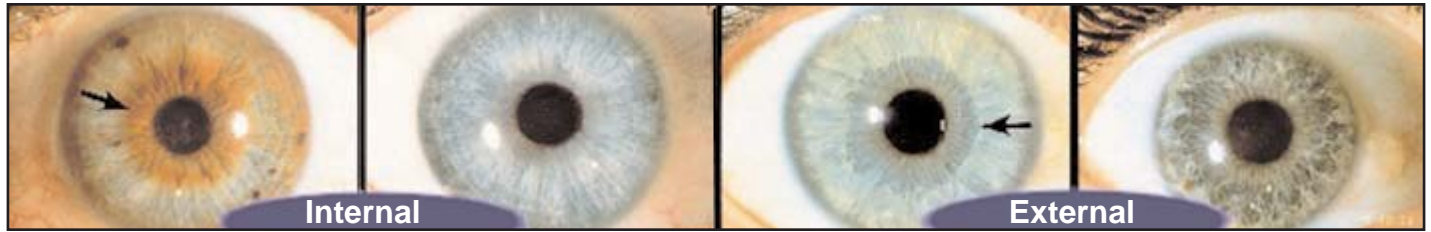
The ACI™ uses the Rayid Model as a foundation. D. Johnson developed The Rayid Model in 1982 with his landmark book, *What the Eye Reveals*. Dr. Hester Lewis, an Instructor in Psychiatry at Harvard Medical School from 1971 to 1993, lauds the Rayid Model.

***"The future will prove Rayid a leader in counseling techniques. Using it along with what we know about human behavior, we can more wholly problem-solve and integrate questions on educational, career and marital choices and how to change personal, familial or parental attitudes and behavior."***



### Additional Characteristics:

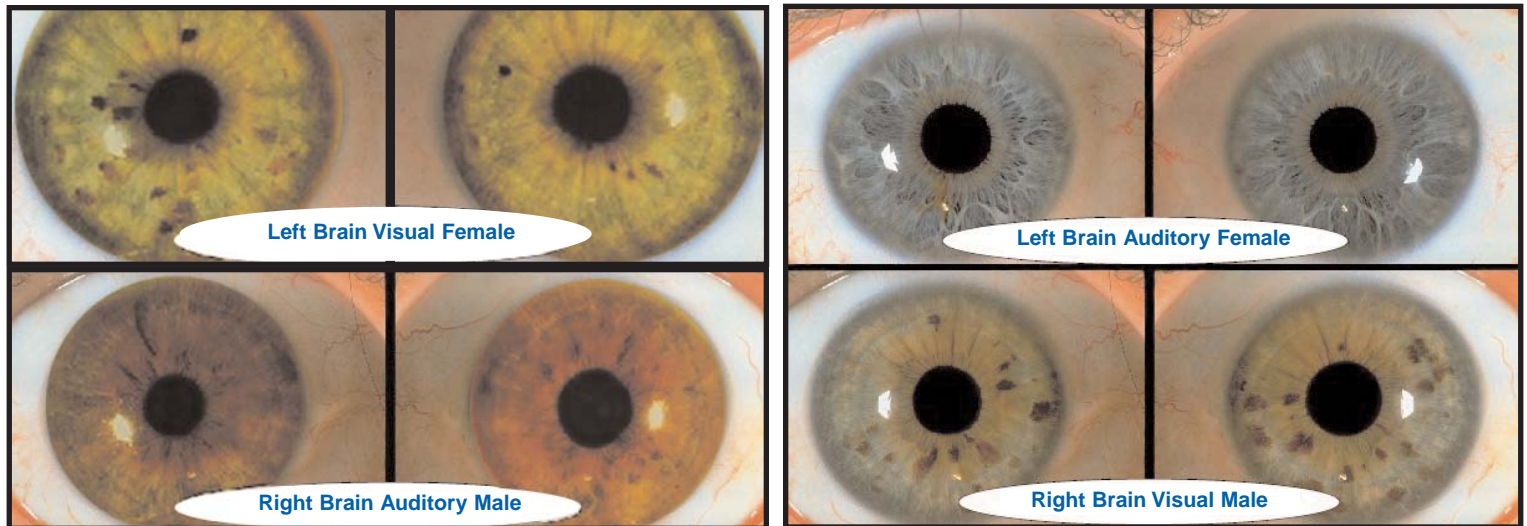
**INTERNAL NATURE** — **Iris trait:** Concentrated band of color encircling the pupil. **Breathing pattern:** primarily through the nose, slowly. **Energy pattern:** Build and store internal energy. **Nature:** Sensitive, congenial, tolerant, insightful, conceptual. **Communication style:** Quiet and observant. **Behavioral effects:** Decreases communication, increases sensitivity, increases wisdom. **Professions:** Teaching, counseling, design. **Talents:** Stability, empathy, integration & appreciation. **Lessons to be learned:** Self-expression, truthfulness & decisiveness.



**EXTERNAL NATURE** — **Iris trait:** A ring pulled away from the pupil and outside a shaded ring that is easy to see. The iris has an absence of brown color near the pupil. **Breathing pattern:** Primarily through the mouth. **Energy pattern:** Release energy, generate peripheral energy. **Nature:** Fortright, social, practical. **Communication style:** Expressive. **Behavioral effects:** Increases communication, decreases sensitivity, increases honesty and directness. **Professions:** Management, coordination, sales, marketing, advertising, promotion, creative. **Talents:** Achievement, coordination & manifestation. **Lessons to be learned:** Stillness, respectfulness, patience & inner giving.

### More Influences:

**RIGHT BRAIN PREFERENCE** — **Most iris traits:** Left eye. **Most iris color:** Left eye. **Thumb nail half moons:** Left higher. **Interlaced fingers:** Right thumb on top. **Stands primarily on:** Left leg. **Legs crossed:** Left leg on top. **Skin tone:** Smoother, almost glossy skin. **Sleeps:** Primarily on their left side, sleeps with partner on right. **Familial rapport:** Mother's side. **Facial outline resembles:** Mother's side of the family. **Disposition:** Spontaneous, accepting, future oriented. **Energy:** Feminine, creative, imaginative & intuitive. **Behavior:** Spacey or casual, easy-going, even sloppy. **Orientation:** Group-oriented, sociable & conceptual. **Conversational style:** Agreeable yet opinionated. **Response time to questions:** Quick to respond to questions. **Fear:** Rejection.



**LEFT BRAIN PREFERENCE** — **Most iris traits:** Right eye. **Most iris color:** Right eye. **Thumb nail half moons:** Right higher. **Interlaced fingers:** Left thumb on top. **Stands primarily on:** Right leg. **Legs crossed:** Right leg on top. **Skin tone:** Coarser, rougher skin. **Sleeps:** Primarily on their right side, sleeps with partner on left. **Familial rapport:** Father's side. **Facial outline resembles:** Father's side of the family. **Disposition:** Fixed, doubtful, traditional & slow to change. **Energy:** Masculine, logical, practical, factual. **Behavior:** Compulsively ordered, restless. **Orientation:** Self and achievement oriented, materialistic. **Conversational style:** Questioning, contradictory & interruptive. **Response time to questions:** Slow to respond to questions. **Fear:** Being Alone.



John Meluso

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<http://www.meluso.com> or <http://www.worldlearningcentre.com/> or email [john@meluso.com](mailto:john@meluso.com)

Further Resources: *What the Eye Reveals*, D. Johnson





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- Wishes Public Relations Benefit not only to their own staff but sees value in aligning for their clients as well,

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4. Improves the quality of life and business success with the same skill set. Practicing one benefits the other.
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6. Recognition for sponsoring this Global Harmony one connection at a time.

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- ⇒ Main ISP ally, AOL, MSN, or AT&T, for possible exclusive online delivery
- ⇒ Main Management/Accounting ally, Deloitte and Touche, or other firm,
- ⇒ Second Tier allies, aligned by main allies as value added sale or sold separately by WLC
- ⇒ Bank of America, Chase, or Citibank
- ⇒ Dean Witter, brokerage firms
- ⇒ Law firms,
- ⇒ Insurance firms, NY Life
- ⇒ Real Estate Broker Alliance, IE Century 21

### The main product:

Distance Learning and Computer Based Instruction, products including eBooks that include compressed Video explanation and instruction. Internet Links that provide testing and feedback. Internet Feedback loop, and testing is a major service.

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*Absolutely the Best!*

**John**

John Meluso, Jr.

Author, Speaker, Doc **eyeTalk™**

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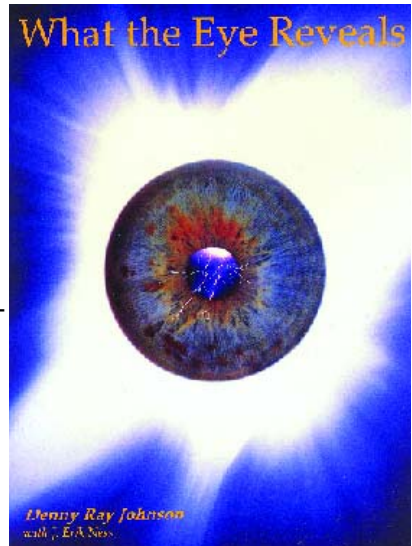
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**What the Eye Reveals** is an exploration into the exciting world of Rayid Iris Interpretation, a totally unique system for understanding personality and relationship patterns by examining the iris of the eye.

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The Rayid Method was developed by researcher Denny Ray Johnson after a series of inner experiences. This system is easily verifiable and therefore used by many practitioners such as counselors, health practitioners and educators.



Here is what behavioral experts are saying about Rayid:

*"The future will prove Rayid a leader in counseling techniques. Using it along with what we know about human behavior, we can more wholly problem-solve and integrate questions on educational, career and marital choices and how to change personal, familial or parental attitudes and behavior."*

Hester Lewis, MD. Instructor in Psychiatry Harvard Medical School

Dr. Hester Lewis was an Instructor in Psychiatry at Harvard Medical School from July 1, 1971 to June 30, 1993. She was a Clinical Assistant in Psychiatry from September 1, 1969 to June 30, 1997. She was a Clinical Fellow in Psychiatry from July 1, 1969 to August 31, 1969. And she was a Teaching Fellow in Psychiatry from September 1, 1967 to June 30, 1969.

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