

FINDING YOUR PRIMARY INFORMATION PROCESSING MODALITY

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Most individuals have a preferred system they use to experience and process reality. Bandler and Grinder popularized this notion some time ago in their Neuro-linguistic Programming (NLP) work. The three primary information processing channels are:

- Visual
- Auditory
- Kinesthetic

If you are a primary visual processor, you prefer visual presentations of information and rely heavily on internal pictures or images to conceptualize, remember, plan, etc.

A primary auditory mode presupposes an easy fluency with organizing your world through thoughts, words, or sounds. You enjoy auditory presentations, taking in information and digesting it easily in this form. Listening to music means that you really focus on the notes, sounds and harmonies rather than it primarily giving rise to images.

Kinesthetic people sense the world through their bodies and sensations in their bodies. They like to feel into situations or people and learn best through a tactile, “hands on” approach.

Most people have one channel well developed with a less well developed secondary mode. However, the point is that the more well developed all three channels, the richer your experience of the world.

To assess your primary modality, try this exercise:

Imagine your first day of school as a child. Let the first impression of that day come to mind. Then flush out the memory with other associations. Just let the inner memory roll to the foreground of your consciousness. Then, notice the first impression. Was it a visual scene or picture? Was it a sound or sounds? Did you hear words? Did you get a certain bodily emotion that welled up? Or did you first feel some bodily sensations?

Go back through your memory and discover what modality captures the strongest impression of that day. If you remembered the day in several modalities, run through the memory again. First just bring up the visuals. Next just bring up the sounds and finally just bring up the emotional feelings and bodily sensations. Which review most vividly captures the experience? Taking stock of this information will give you some insight into your primary information channel, secondary channel and your tertiary modality.

Try this same experience with your favorite vacation place, the day your first child was born or any other memorable experience.