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# The Power of Words

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An Introduction to NLP Representational Systems  
and how this can help you to become a  
more effective presenter

with  
Kathy McAfee, NLP, CHt

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# The Power of Words and Language

Most presenters spend more time focused on the text and bullet points in their PowerPoint® slides than practicing or rehearsing their spoken messages. Presentations are a form of oral communication, even if we accompany it with slide show, webinar or the like. Understanding how words and language impact meaning, communication and connection between people can help you become a more effective presenter.

## Why study NLP to become a more effective presenter?

In essence, NLP is the study of how you run your brain. It teaches you how to use the language of the mind to consistently achieve our specific and desired outcomes. It help you learn how to think more effectively and communicate more effectively with yourself and others.

NLP stands for Neuro Linguistic Programming. The following definition comes from the book *Neuro-linguist Programming for Dummies* written by Romilla Ready and Kate Burton:

- **Neuro** is about your neurological system. NLP is based on the idea that we experience the world through our senses and translate sensory information into thought process, both conscious and unconscious. Thought processes activate the neurological systems, which affects our physiology, emotions and behavior.
- **Linguistic** refers to the way human beings use language to make sense of the world, capture and conceptualize experience, and communicate that experience to others. In NLP, linguistics is a study of how the words you speak influence your experience.
- **Programming** draws heavily from learning theory and addresses how we code or mentally represent experience. Your personal programming consists of your internal processes and strategies (thinking patterns) that you use to make decisions, solve problems, learn, evaluate, and get results. NLP shows people how to recode their experiences and organize their internal programming so they can get the outcomes they want.

## Introducing NLP Representational Systems

Representational systems or sensory modalities examine how our human mind processes information and interprets meaning. Just like we use both left and right hands even though we may be left handed or right handed, we use all of the various channels of communication. However, we each tend to favor one or two of the four main representational systems to filter information and interpret meaning. They are:

**Visual (V), Kinesthetic (K), Auditory (A) or Auditory Digital (Ad)**

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# NLP Representational Systems

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## Self-Assessment Preference Test

**Instructions.** For each of the following five statements, please place a number next to every phrase. Each sub-choice should have a number next to it. No numbers should be used more than once for each statement (forced ranking.) Use the following system to indicate your preferences:

**4 = Closest to describing you**

**3 = Next best description of you**

**2 = Next best**

**1 = Least descriptive of you**

### 1. I make important decisions based on:

\_\_\_\_\_ gut level feelings

\_\_\_\_\_ which way sounds the best

\_\_\_\_\_ what looks best to me

\_\_\_\_\_ precise review and study of the issues

### 2. During an argument, I am most likely to be influenced by:

\_\_\_\_\_ the other person's tone of voice

\_\_\_\_\_ whether or not I can see the other person's point of view

\_\_\_\_\_ the logic of the other person's argument

\_\_\_\_\_ whether or not I am in touch with the other person's true feelings

### 3. I most easily communicate what is going on with me by:

\_\_\_\_\_ the way I dress and look

\_\_\_\_\_ the feelings I share

\_\_\_\_\_ the words I choose

\_\_\_\_\_ my tone of voice

# NLP Representational Systems

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## Self-Assessment Preference Test (continued)

**Instructions.** For each of the following five statements, please place a number next to every phrase. Each sub-choice should have a number next to it. No numbers should be used more than once for each statement (forced ranking.) Use the following system to indicate your preferences:

**4 = Closest to describing you**

**3 = Next best description of you**

**2 = Next best**

**1 = Least descriptive of you**

### 4. It is easiest for me to:

- \_\_\_\_\_ find the ideal volume and tuning on a stereo system
- \_\_\_\_\_ select the most intellectually relevant point in an interesting subject
- \_\_\_\_\_ select the most comfortable furniture
- \_\_\_\_\_ select attractive color combinations

### 5. Which statement best describes me...

- \_\_\_\_\_ I am very attuned to the sounds of my surroundings
- \_\_\_\_\_ I am very adept at making sense of new facts and data
- \_\_\_\_\_ I am very sensitive to the way articles of clothing feel on my body
- \_\_\_\_\_ I have a strong response to colors and to the way a room looks

# NLP Representational Systems

## Scoring Your Self-Assessment Preference Test

**Step One:** Copy your answers from the previous pages to here:

- |           |           |           |           |           |
|-----------|-----------|-----------|-----------|-----------|
| 1. ____ K | 2. ____ A | 3. ____ V | 4. ____ A | 5. ____ A |
| ____ A    | ____ V    | ____ K    | ____ Ad   | ____ Ad   |
| ____ V    | ____ Ad   | ____ Ad   | ____ K    | ____ K    |
| ____ Ad   | ____ K    | ____ A    | ____ V    | ____ V    |

**Step Two:** Add the numbers associated with each letter. There are 5 entries for each letter.

Question	V	A	K	Ad
1				
2				
3				
4				
5				
<b>Totals:</b>				

**Step Three:** The comparison of the total scores in each column will give the relative preference for each of the 4 major Representational Systems: Visual, Auditory, Kinesthetic and Auditory Digital. **Your highest score indicates your most preferred channel of communication.**

**Step Four:** What does this mean? This is not an exact test, but rather an indicator of your preferred style of communicating. There is no “right or wrong” or “good or bad” with any of these four major representational systems. It’s helpful, however, to understand the differences that people have in their styles of communication. You have the ability to use all four major representational systems depending upon the situation and what will work best for you to connect to and communicate with the other person.

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# NLP Representational Systems

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## Predicates

### VISUAL

Memorize by seeing pictures and are less distracted by noise. Often are bored by and have trouble remembering long verbal instructions because their mind may wander. They are interested by how the program looks.

### AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

### KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

### AUDITORY DIGITAL

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems.

### VISUAL

see  
look  
view  
appear  
show  
dawn  
reveal  
envision  
illuminate  
imagine  
clear  
foggy  
focused  
hazy  
crystal  
picture

### AUDITORY

hear  
listen  
sound(s)  
make music  
harmonize  
tune in/out  
be all ears  
rings a bell  
silence  
be heard  
resonate  
deaf  
earful  
dissonance  
question  
unhearing

### KINESTHETIC

feel  
touch  
grasp  
get hold of  
slip through  
catch on  
tap into  
make contact  
throw out  
turn around  
hard  
unfeeling  
concrete  
scrape  
get a handle  
solid

### AUDITORY DIGITAL

sense  
experience  
understand  
think  
learn  
process  
decide  
motivate  
consider  
change  
perceive  
insensitive  
distinct  
conceive  
know  
analysis

# NLP Representational Systems

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## Speech Patterns

- V: Quickly Grouped Words
- A: Lots of interruptions with "um", or "ah"
- K: Deliberate Phrasing
- Ad: Long Complicated Sentences

## Processing Patterns

- V: Quickly with a minimum of detail
- A: Will let you know unconsciously when they understand by changing the subject
- K: Extensive Detail
- Ad: Will not give indication of understanding unless you ask.

## Close On

- V & A: "Be ready to take advantage of an opportunity."
- K & Ad: "Let's study the markets & plan some strategies"

## Tone of Voice for Close

- V & A: Slightly fast and excited
- K & Ad: Thoughtful, considerate & just above monotone

# NLP Representational Systems

## VISUAL - Expanded List of Predicates and Phrases

An eyeful	Make a scene	Showing off
Appears to me	Mental image	Sight for sore eyes
Beyond a shadow of a doubt	Mental picture	Staring off into space
Bird's eye view	Mind's eye	Take a peek
Catch a glimpse of	To the naked eye	Tunnel vision
Clear cut	Paint a picture	Look under your nose
Dim view	See to it	Upfront
Flashed on	Short sighted	In light of
Get a perspective on	Looks like	In person
Scope that out	Horse of a different color	In view of
Hazy idea	Transparent	Perspective

**Q: What other VISUAL predicates or phrases can you envision?**


# NLP Representational Systems

## AUDITORY - Expanded List of Predicates and Phrases

Afterthought	Blabbermouth	Clear as a bell
Clearly express	Call on / call upon	Describe in detail
Give an account of	Give me your ear	Grant an audience
Heard voices	Hidden message	Hold your tongue
Idle talk	Inquire into	Keynote speaker
Loud and clear	Manner of speaking	Pay attention to
Power of speech	Purrs like a kitchen	Make some noise
State your purpose	Tattle-tale	To tell the truth
Tongue-tied	Tuned in / tuned out	Unheard of
Utterly	Voiced an opinion	Well informed
Within hearing	Snap out of it	A screaming success

**Q: What other AUDITORY predicates or phrases have you heard before?**


# NLP Representational Systems

## KINESTHETIC - - Expanded List of Predicates and Phrases

All washed up	Boils down to	Chip off the old block
Come to grips with	Control yourself	Cool/calm/collected
Firm foundations	Get a handle on this	Get a load of this
Get the drift of	Get your goat	Hand in hand
Hang in there	Heated argument	Playing hard ball
Hold on. Hold it.	Hothead	Heated argument
Keep your shirt on	Lay all your cards on the table	Pain in the neck
Sharp as a tack	Slipped my mind	Slipped through my fingers
Smooth operator	Start from scratch	Stiff upper lip
Stuffed shirt	Too much of a hassle	Runs a tight ship
Handle all the details	Fell into place	Ship shape

**Q: What other KINESTHETIC predicates or phrases can you get your arms around?**


# NLP Representational Systems

## AUDITORY DIGITAL - Expanded List of Predicates and Phrases

Presentation	Collaboration	Restoration
Evaluation	Preference	Conference
Generation	Contingency	Honorarium
Multi-disciplinary	Symposium	Contrastive analysis
Research proves	Studies verify	Does that make sense?
What's the ROI?	Criteria	Improvement
Test it out	Input / Output	Strategic thinking
Information	Characteristic	Procedure
Experiment	Due diligence	Executive summary
Contrastive	Research	Decision maker
Project management	Succession planning	[any specific industry jargon]

**Q: What other AUDITORY DIGITAL predicates or phrases can you think of?**


## How to CLOSE more effectively using NLP

Based upon the type of sales close used, can you guess which type of communication preference does each person show? (Write either V, K, A or Ad below each box)

If I could TELL you a way in which you could (potential benefit or their values), you would at least want to HEAR about it, wouldn't you?

If this SOUNDS GOOD, to you let's DISCUSS how to set up an account.

If I could help you EVALUATE how you could INCREASE YOUR BOTTOM LINE ACCORDING TO YOUR CRITERIA you would at least want to EXPERIENCE IT, AND TEST IT OUT to your own SATISFACTION wouldn't you?

If this MAKES SENSE to you we will go ahead & set up an account by INPUTTING YOUR INFORMATION INTO THE SYSTEM.

If I could help you GET A HOLD OF a CONCRETE way in which you could (potential benefit or their values), you would at least want to GET A FEEL FOR IT, wouldn't you?

If this FEELS GOOD, to you we will go ahead & set up an account by HANDLING THE PAPERWORK.

If I could SHOW you an ATTRACTIVE way in which you could (potential benefit or their values), you would at least want to LOOK at it, wouldn't you?

If this LOOKS GOOD, to you we will go ahead and FOCUS on getting the paperwork in.

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# How to Use NLP in Your Presentations

Knowledge and use of these NLP language patterns can come in very handy as a presenter. You will be speaking before many different kinds of people, with different language preferences. How can you be sure that you are effectively reaching and communicating with each one?

**Mix it up.** When you speak, unlike when you write, you can take a little more liberty with grammar. You can also use pausing and interject space between your thoughts, even within the same sentence. All of this can help you more effectively communicate with groups of people who represent different preferred channels of communication.

For example, a presenter might say something like:

1. In a moment, I'm going to **show** you something that when you first **hear** it, it might not **make sense** to you, but if you let it **ferment** for a while, you'll begin to **understand** how it all **goes together**.

Q: What language patterns are used in the above sentence? \_\_\_\_\_

2. Does that **make sense** to you? Do you **see** what I'm **saying**? If we can all **get yours around** this new idea, then we could really **see** great **benefits** for our customers and our company now and in the **long run**.

Q: What language patterns are used in the above sentences? \_\_\_\_\_

3. How many of you **showed up** today to **connect** with old friends? How many of you **saw** an opportunity to **learn** new things that could help you **come to grips** with your current **business challenges**? How many of you **decided** to come here to today because you **heard** that we were giving away great free stuff!?

Q: What language patterns are used in the above sentences? \_\_\_\_\_

**EXERCISE:** Take your key message and express it in a way that uses all four representational systems in the same message (V, A, K, Ad)

## About Kathy McAfee

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**America's Marketing Motivator**, Kathy McAfee is a professional speaker, leadership coach and corporate trainer, whose mission is to motivate business leaders to effectively use their energy and influence to create positive changes in the world.

Her company, Kmc Brand Innovation, LLC, works with motivated business professionals and ambitious entrepreneurs to help them become the recognized leaders in their fields by mastering the art of high engagement presentations and professional networking.

In her role as **Executive Presentation Coach**, she helps her clients increase their confidence, credibility and influence by going PowerPoint-FREE, engaging the audience and moving them to action. She is an approved trainer for LIMRA International's executive development program, where she teaches insurance and financial service corporate executives how to be better presenters.

A certified master practitioner of Neuro Linguistic Programming, Kathy also serves as a corporate leadership coach, helping her clients groom their high potential talent for future leadership positions.

Over the past twenty years, Kathy has held numerous corporate positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company. Regarded as a passionate "agent of change," she has successfully leveraged her diverse experiences to bring innovation and growth to many companies.

A graduate of Stanford University, Kathy is an advisory board member of The INNER CIRCLE USA, an associate member of the Connecticut chapter of the National Speakers Association, and an active volunteer for Soroptimist International of the Americas and the YWCA of the Hartford Region. She has earned her black belt in Tae Kwon Do and is a foster/adoptive parent. Originally from California, Kathy and her entrepreneurial husband, Byron and their adopted twelve year old twin boys currently reside in Simsbury, Connecticut.

To learn more, visit her web site at [www.MarketingMotivator.net](http://www.MarketingMotivator.net) or connect with her on-line at <http://www.linkedin.com/in/kathymcafee>,. She can be reached at (860) 408-0033.

For more tips on advanced presentation skills, visit [www.MotivatedPresenter.com](http://www.MotivatedPresenter.com)

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