



## **VISUAL, AUDITORY, KINESTHETIC**

*Effective* use of the VAK tools listed here can make the difference between an average presentation and an impactful one. Incorporate tools from every section *throughout* your presentation. These tools or “connectors” will help you connect with your audience. Your job as a presenter is to appeal to all three; V, A, K. The more connectors you use, the better.

### **VISUAL**

Books, Brochures & Handouts  
Charts, Graphs, Graphics  
Colors, Costumes, Clothing  
Copy of an E-Mail  
Photos, Props, Videos  
Physical Demonstration  
Visually Descriptive Language  
White Board/Flip Charts

### **AUDITORY**

Alliteration (Live, love, laugh)  
Analogies & Metaphors & Examples  
Music, Props with Sound, Recordings  
Stories, Quotes: famous or from articles

### **KINESTHETIC**

Audience involvement  
Food, Games  
Family/Team/People Pictures  
Feeling language & Senses\*  
Personal Examples/Self Disclosure  
Physical Demonstration, Role play  
Questions, Prizes  
Touch (appropriate!)  
Touchable Props  
Writing on white board live

## ***More on***

# **KINESTHETIC: FEELINGS & SENSES**

There are many kinesthetic tools available to you, some of which include feelings and senses. These can create some of the most powerful connections.

### **FEELINGS:**

- Anger
- Anxiety
- Belonging
- Comfort/discomfort
- Compassion
- Envy
- Fear
- Guilt
- Happiness/sadness
- Hope/despair
- Love/hate
- Pity
- Responsibility
- Security/Insecurity
- Shame
- Surprise
- Survival
- etc.

### **SENSES:**

