

in • ter • pret

[in-tur-prit] to construe or understand in a certain way

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excellerant

PEOPLE. CLARITY. PROSPERITY.

To truly communicate, you must read body language, emotions, facial expressions as well as neurological signals.

Speed Reading People

The Concept of Speed Reading People is this: an ability to watch and listen to someone and, in a brief amount of time—one to three minutes, get on their wavelength, get on the same page, see eye to eye, so you can better communicate for clarity and understanding.

This is based on several different concepts I have learned over the years that have helped me out tremendously. I have taught these concepts to thousands of people who have used them to be better communicators.

Chunk Size

I just love that name.

The images it congers up in people's minds! Chunk size is really how you conceptualize things; it is how you put your thoughts together.



This is how your brain is hard wired. For example, your brain is hard wired for you to be either left handed or right handed. You are born with one of these being dominant typically.



However, you can learn to use the other hand, but it will never be as natural or as easy. Chunk size is the same way. You are born either Big Chunk or Small Chunk. Along the way in life, you will prosper more the better able you are to think in both sizes.

Big Chunk

Big Chunk thinkers see life through a telescope. Their thoughts and ideas are big and broad. They see things a mile wide and only a foot deep. When they communicate, they do so in generalities, not specifics. So they will give you general information about a subject.



When a big chunk person is taking in information, they are looking for big chunks of data. Not little specific details, rather the big picture. I have noticed that most big chunk people will start to tune you out after about a sentence or two. In their mind, they have what they need to know and whatever you are still saying...well, they don't need it. They are now waiting for you to get to your next point.

Big chunk people tend to be daydreamers and visionaries. They are good at getting things started, not always good at following through to the nth degree.



Small Chunk

Small chunk people are just the opposite. They are detail people. They are a foot wide and a mile deep. They want to know all 26 steps from A to B. They look at the world through a microscope. They tend to have much longer attention spans than Big Chunk people. However, they take longer to get to a conclusion...because they are processing much more detailed information.



Small Chunk people are the ones who check all the facts, who dot all the i's and cross all the t's.

Now that you have this concept, picture in your mind what happens when a big chunk person and a small chunk person communicate.

First of all, what challenges will naturally occur between the two? Let me give you an example. I was conducting a seminar in Dallas, Texas recently. We were doing a "getting to know you" exercise I typically do in my programs. I was listening to two women who had partnered up in the front row. The first woman, Jill, turned to the second woman, Doris, and said, "so Doris, where y'all from?" Doris thought about it for a second, and responded, "Well, Jill, I am from Texas. How 'bout you?"



Now think about that for a second. “I’m from Texas.” A *true* statement, technically accurate. Think you could get to her house from those directions? Nope, neither could Jill. Jill then replied back to Doris. “Well, Doris, to get to my house, being that we are in downtown Dallas, you would go out of the parking lot and go north to get on the Interstate 35 North which turns into Highway 183 West. Take that 5.2 miles to Highway 114 North. Go 7.1 miles to the Beltline North exit. Proceed another 2.6 miles to the third street on your left, Airline Drive. The third house on your left is a two story, red brick with white shutters, four bedrooms, three bathrooms, a three car garage, two oak trees out front!”

I chimed in, “So that’s where you live, Jill. Sounds really nice!” (And precise I thought.) Jill was small chunk. She gave Doris directions not only right to her house, but also described what it looked like. Doris, on the other hand, gave a big picture perspective.

Which was right? The answer: both. They’re both right; they were different in their perspectives and so in how they communicated to the other person.

You see, we communicate in the way that we *best* communicate, the way that is easiest for us, NOT the way that is best for our audience. Doesn’t seem right, does it? It isn’t. Remember, it is not about you. Make it easy for them to understand and pay attention to you and you will have a better chance that they will do just that.



It can be more challenging than it was for these ladies. You have different people seeking different information. When you give someone information in a complex way-i.e., not his/her way, you put that person on the defensive. That someone has to work harder. He/she has to think more. It requires more effort on his/her part. There is a saying in the sales world, "Make it easy for your buyers to buy and they will buy more things more often." We must subscribe to this same ideology when communicating to the other people. Make it easy for them to receive the information and they are more likely to understand it and to do what you recommend. *You will become more persuasive.*

If not, you make it difficult. Be prepared to pay the consequences. You will frustrate them. You will make them either tune out, or seek better information some where else. Give Big Chunk people their information in big chunks. Give Small Chunk people their information, and lots of it, in detail.

The exciting part is when you get two different chunk sizes in sync, they compliment one another very well. The big chunk person can see the big picture and make sure you are headed in the right direction. That person sees the beginning and the finish line. The small chunk person will see all the baby steps necessary along the way.

My wife, Rachel, and I are a great example of this. I am a big chunk person and she is small chunk. I paint the big picture and she is fantastic at making sure that all the fine points are taken care of. After I wrote *Embrace Your Freakness*, Rachel oversaw the editing. Without Rachel...it would have been embrace your vagueness!



Get to know the people in your life you deal with the most. Start with the top five: who are they and what is their chunk size? What can you do to connect better with them...both sizes! One size does not fit all and all sizes can fit right!

Reception Preference

Have you ever tried to communicate to someone, but you were just not on the same page? Has anyone ever told you that you were not on the same wavelength? Did they ever tell you what page or wavelength they were on?

Probably not...because they did not know. Human beings are simple. There are five

ways we take information into our brains. These five ways or channels are called Reception Preferences. Humans are simple...and complex. You and I use all five of these styles, unless we have a learning disability. Yet, we learn differently. How can that be? Well, we all have a dominant reception preference and a secondary reception preference. These are main ways we take information in. When you communicate to another person, along with knowing their chunk size, you also want to know their primary reception preference. Delivering your message in a chunk size they get *and* in a reception preference that is easy for them, make it much easier to communicate and improve the odds for understanding.



The five reception preferences are Visual, Auditory, Kinesthetic, Olfactory and Gustatory. Yes, these are the five senses. Here is a bit more detail on each of these preferences.

First, the **Visual** Reception Preference. Visual information is anything that you see, images, shapes or colors. This information is processed and stored in the right side of your brain. Pretty much anything that you have ever seen is stored in your right brain. It is all in there...getting it out...well that is another issue! Many people's main preference when it comes to receiving information is this visual method. When the visual preference is your dominant choice of receiving information, you are a Visual person.

The second is the **Auditory** Reception Preference. Auditory information comes from two places, hearing sounds and reading text. (There is some neat information on this in Dr. Daniel Pink's book, *A Whole New Mind*.) Most people think that reading is a visual preference. According to Dr. Pink and some others, when you read, it is processed by the left side of your brain and stored there. People who are more visually inclined want to see the images, shapes and colors. Auditory Preference people like reading and hearing sounds. So auditory information is processed and stored in the left brain. When this is your dominant choice, you are an Auditory person.

The third style is the **Kinesthetic** Reception Type. Kinesthetic is information you gather from doing, from hands on and from emotions. This information is stored in the center part of your brain. This is learning by doing or by emotion. Some people



learn to play the piano by feel, that's a kinesthetic learner for you. Sculptors tend to be very kinesthetic, nurses and doctors too. When this is your dominant choice, then you are a kinesthetic person.

As I mentioned, people are simple and complex. We are all a mixture of these preferences, yet most of us prefer one as a dominant one. We have a secondary one that we use sometimes. The other preferences are not used nearly as much. Your top two may be fairly close in dominance or one may be clearly more dominant.

When you know this information, you have the ability to communicate clearly and succinctly. No guessing on how to get your point across to someone, you will know much more about how to get it right the first time!

Just how do you know what someone's dominant preference is? There are two ways to read this information. One is an auditory method; the second one is a visual method.

First, the auditory method. When someone talks (or writes, we usually write the way we speak), listen to their vocabulary. People will use cue words that point to their learning style. For example, a Visual person will use phrases like, "I see what you are saying," or "let's take a look at those numbers" or "that seems a little fuzzy to me." All three of these statements use visual cue words: see, look, fuzzy. All three words are visual words. An Auditory person would use phrases such as, "I hear what you are saying," or "that rings a bell" or "that doesn't sound right to me." All three of these phrases use auditory cue words: hear, rings, sound. Pretty simple isn't it?



The Kinesthetic person will use phrases such as, "I feel your pain," or "that's heavy man" or "are you picking up what I'm putting down?" All of these phrases use emotional or feeling cue words: feel, heavy, picking up/putting down.

Start listening for people's phrases. Keep track of which set they use the most and that will usually be a good indicator of their dominant Reception Preference. This works great on the phone and in e-mails, texts and letters (you remember letters, right?).

The second way is the visual method. Instead of listening to them, watch them. You see (my cue word!) humans are really cool. When you ask someone a question that they have to go and retrieve (we call this thinking), the retrieval process is done by our central nervous system. That means it is a natural process, pre-wired, not a learned process. It is automatic, you don't have to consciously think about it, the thinking is done subconsciously.

Start asking simple questions to get someone to think and start watching their eyes. In order to get information from different parts of the brain where the information is stored, your eyes must move to a different point in space. By knowing where the cues are, you can tell what part of the brain they are accessing and thus...how they took the information in. So if you ask someone nine questions, and they have to think about six of them...four times they go to a visual preference cue, twice to an auditory preference cue...then they are a visually dominant person with a secondary learning style of auditory. In that case, you want to give them pictures and follow it up with sounds (voice, music, text).



Now then, what are the cues to look for? I thought you would never ask.

- When they think about the answer, if they look up or they look to infinity, those are visual preference cues.
- If they look directly to the left or to their right (at their ears), those are auditory preference cues.
- If they look down and to their left (at their hands) or they close their eyes, those are kinesthetic preference cues.

This is a new skill set for you, so as you start it will be somewhat difficult. As you do it more often and become better versed at it, it will come much easier, faster and you will become more accurate.

Communication Channels

So far, I've thrown a lot of information your way. You will be a fun person for others to watch for the next few days, as you are trying to watch people's eyes!

The third part to speed reading people really ties the first two parts together, and gives you a system of checks and balances.

The third part are the Communication Channels. There is the old REM lyric, what's the frequency Kenneth? The communication channel is the frequency they are tuned into. If you want to connect and communicate effectively, you must be on the same frequency.



I have been taking and studying personality tests for over 20 years. They're marvelous instruments. I am always amazed at how accurate most of them are in determining things about me. That being said, here are a few things I noticed. People change...frequently...depending on the situation. Secondly, it is hard to have other people take these tests so you know what they are! These three concepts give you information without sitting someone down at a computer to complete a personality test.

There are four basic channels we all communicate on. Like reception preferences, we all have a dominant channel and a secondary one. The other two...well...we tend to avoid them. As a matter of fact, people who are on those other channels tend to get labeled as "difficult" or "misunderstood." The goal here is to recognize what channel they are on right now and how to connect with that channel. Second goal, when they switch channels, recognize that and switch along with them.

Identifying the Channels...Kenneth

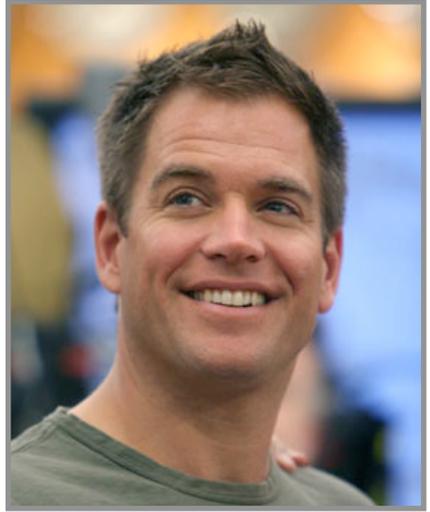
Social, Driver, Lover, Thinker

I will address each of these channels one at a time. I'll give you what to look and listen for so you can recognize which channel they are on. Then I'll give you each channel's priorities. You see, that is what being persuasive in communication is all about...knowing what they want so you can help them get it. Each of these channels definitely has its own beat, style, rhythm and feel.



The Social Channel

This is the loudest frequency. People on this frequency tend to talk...a lot...about themselves. They talk loud, they talk with lots of chutzpah, lots of emotion and energy...and they talk fairly fast. They tend to not listen very well and they like to talk about themselves. They are instigators, so they will start a conversation... but they may not complete it so don't get angry if they don't. When they talk, it is like they have ADD (attention deficit disorder). They will start off on one thought and then in the middle of the thought they will change and go off on a completely different tangent. Sometimes they come back and sometimes... People who spend a majority of their time in this quadrant tend to be big chunk and visual learners. They tend to be the life of the party...and can run right over people, thinking and talking about themselves. They are great for getting the right positive energy going, very enthusiastic and effervescent.



What they want is fun and attention. Make doing what you suggest fun, pay attention to them and you have it made. These people are typically motivated by plaques, awards, their name in the bulletin, letting them lead a meeting, tell a joke, lead a function. In other words, find places where they can have fun and get attention!



How to Connect. Talk to them in short sentences, they tend to drift off after about ten words. Keep your energy and emotions high with lots of pictures and colors. Keep directing the conversation back to what you need it to be and be sure to talk in terms of their interests. Avoid details unless asked for.

Famous Social Channel Examples

Herb Tarlick (from the TV show WKRP in Cincinnati), Kramer (from the TV Show Seinfeld), Oprah, Tony Dinozzo (from the TV show NCIS), Patrick Jane (from the TV show the Mentalist). Actually, Patrick Jane is a good example of someone who can move from frequency to frequency at a moments notice, depending on what frequency the other person is on.

The Driver Channel



Drivers get things done. They're direct. No-nonsense. No emotion. Focused on getting results, not on people. They are space invaders. They will invade your personal space to make a point and to dominate the relationship. Once they have invaded your space and made you step back, they will dominate your relationship. Sneaky, isn't it? They want to get things done and are not worried about mistakes. Mistakes happen, just get it done and we'll fix it later.

They are bottom-line driven. They don't communicate with emotion, but they do communicate with lots of intensity.



They tend to be introverts; they get their energy from being alone, not from being with you. This means the communication is short, sweet and to the point. No muss, no fuss, no personal stuff, no hugs, touching or empathy. The people who tend to spend the most time here are also big chunk and visual. They talk like they are paying by the word...they use few words. They will talk fast with no emotion. They will talk over you and repeat what they want. They will turn and walk away when they are done. Don't be offended. They have more to do!

What they want are results, control. Just do your job and get out of the way! Get ready for conflict, it is a tool they know how to use and are quite comfortable using.

How to connect. Keep it brief. Keep it big picture. Focus on speaking to them in short bursts with no emotion, but lots of intensity. Be firm and fair. Delayed feedback is seen as a weakness, as are emotions. Keep your face pleasant and serious. Maintain direct eye contact (but don't stare or be weird).

Famous Driver Frequency Examples

George Jefferson (from the TV Show in the 70s- The Jefferson's), Leroy Gibbs (from the TV show NCIS), Donald Trump, Hillary Clinton, Agent Kimball Cho (from the TV show the Mentalist).



The Lover Channel

You can recognize when someone is on the lover channel because they talk a little bit slower than the first two channels. They also talk a little bit softer and with a lot of emotion. They tend to be more detail oriented and take their time answering questions. (They want the perfect answer that will make everyone happy.) They tend to be a bit wishy-washy in their approach, trying to be all things to all people. They do ask lots of questions...and actually listen to the answers. They are touchy feely, so they might put their hand on your arm when you are talking to reassure you. They are close talkers, they want to get close to you to make a connection. They make great therapists, counselors and HR people because they can listen all day and make you feel important.



People who spend most of their time in this quadrant tend to be small chunk and kinesthetic. They use kinesthetic word cues, words that denote hands on and emotions.

What they want is peace and connection. They want everyone to be happy and to avoid conflict at all costs. They want to make the other person feel important and create win/win situations.



How to connect.

Talk a bit slower, be a bit more detail oriented than the previous two frequencies. Add emotion to your communication and make it personal. Be sure to match their energy level as much as possible. The Lover tends to be more laid back, so you will have to initiate some of the conversation. When they ask you a question, they really want to hear the answer, so don't be shy, let them know what you really think. Using conflict will not help to create a win/win situation here, it will most likely make them shut down and make it more difficult to come to agreement.

Famous Lover Channel Examples.

Wayne Rigsby (from the TV show The Mentalist), Princess Diana, Radar O'Reilly (from the TV show M*A*S*H), Barney (the Dinosaur), Mother Theresa, Florence Nightingale, Jerry Seinfeld (from the TV show Seinfeld)

The Thinker Channel

Thinkers get it right. They are the ones who do the details. They are the sticklers to making sure things are perfect. They make sure to cross all the "t's" and dot all the "i's." You can recognize someone on the Thinker channel because they will talk....very....slow...ly. They think about everything, so it can be very painful for those of us not on this frequency...waiting for them to think it through before they speak. And that is just what they do. They take a long time to respond and when they do...it will be detailed, long and exactly what they are thinking. They tend to prefer auditory information and to be more specific, the written word.



I have noticed they have tendencies to be voracious readers.

E-mails, text messages and Instant Messaging are preferred methods because they can take their time to think about their answer, make sure it is perfect and do not have the added pressure



of you standing there waiting for them to answer. Thinker Channel people will not typically start a conversation, but they will contribute to one that is started. They communicate with no emotion and tend to keep their energy level low externally (they are usually introverts and keep their energy inside of themselves). Their vocabulary is usually very deep, they use multiple syllable words...correctly. They are bubble people, they have a bubble around their comfort zone and when you penetrate that comfort zone, they clam up!

What they want is to be left alone. To receive lots of details... and lots of time. To get it right. To just give them the facts... they do not need nor do they want lots of emotions and opinions. Give them the facts and then leave them alone until they can figure it out.

And they will figure it out...eventually.

How to connect

Think your message through before you start to communicate. Speak slower and softer. Give them space, do not crowd them.



When possible, send them an email ahead of time with what you need to discuss with them so they have time to think about it. Communicate facts, lots and lots of facts. Use as little emotion as you can and still get your message across. Ask them for specific input and let them know a specific time you need it and how you would like to receive it.

Famous Thinker Channel Examples

Gil Grissom (on the TV show CSI), Constance Brennan (Bones on the TV show BONES), Greg House (from the TV show House), Stephen Hawking (Scientist, author), Robert Stempel (CEO of GM in the 90s)

Yin Yang You

Similarities and Differences

I have two good friends, Vince and Brian. Vince is an likeness animal. Brian is a differences dude. What does that mean? Vince looks at life and situations and sees how they are similar. Brian looks at life and he looks at things to see how they are different. Which is right? Neither or both (depending on if you are a likeness animal or a differences dude).



I will give you an example. Recently, Vince and Brian wanted to go to lunch. Brian asked Vince where he wanted to go.



His reply, “Panera. I love Panera. I get the same thing there every time. It is consistent. I know the people who work there. They know when I walk in the door what I want, I don’t even have to order.”

Brian asked him if he would like to eat at the new restaurant across the parking lot from Panera. Brian said, “It will be so cool, Vince, it is very different than Panera. They have new types of food we have not had before. The atmosphere is really funky, unlike anywhere in town, totally different! They have waiters and waitresses in really unusual outfits.”

Vince visibly shook. “Uh, no thanks, Brian. That would make me uncomfortable.”

What’s the difference here? The difference is that Vince finds comfort in things that are alike. So when he has the opportunity to go somewhere different, it is uncomfortable. Brian, on the other hand, is a differences person. When he looks at the world, he is looking to see how things are different. He likes the fact that the new restaurant will be very different.

If you want to communicate so the other person understands, you need to communicate in their language, likeness or differences. Make it comfortable for them, and you will find your communication is easier and more accurate. You are eliminating distractions that prevent clarity and understanding.

When most of us communicate, we look through our lens, not the other person’s lens. So keep in mind these four things to communicate for understanding more easily with better results.



Apply these tips and you will improve your relationships, become more influential, and ultimately, become more prosperous.

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