

THREE WAYS OF COMMUNICATING



BEHAVIOURAL: Thinking - Feeling - Sharing



EXPERIENTIAL: Image - Metaphor - Life Analog



PROFESSIONAL: Physical - Formal - Aesthetic

Experiential Vocabulary Examples

TENDENCY	COLOURS	TEXTURES	SPACE	ENERGETIC
TENTATIVE		DECAY		DOMESTIC
TURBULENT		CONFUSED		DETERMINED
EXPECTATION			TENSE	AGGRESSIVE
STABILITY			JOYOUS	DIVERGENCE
PERSPECTIVE		VIOLENT		SUPERNATURAL
ANTICIPATION			COMPLEX	FLEXIBILITY
COHESION				SPONTANEOUS
SURPRISE		NERVOUS		GROWTH
NOVELTY				SHAPES
				SERENE

Image

Metaphor

Life Analog

EXPERIENCES