

| LEFT                              |  | RIGHT                              |
|-----------------------------------|--|------------------------------------|
| 1. Verbal                         |  | 1. Visual, tactual, kinesthetic    |
| 2. Responds to word meaning       |  | 2. Responds to word pitch, feeling |
| 3. Recalls facts, dates           |  | 3. Recalls images, patterns        |
| 4. Sequential                     |  | 4. Random                          |
| 5. Processes information linearly |  | 5. Processes information in chunks |
| 6. Responds to logical appeal     |  | 6. Responds to emotional appeal    |
| 7. Trusts logical appeal          |  | 7. Trusts logical intuition        |
| 8. Looks tidy, organized          |  | 8. Looks disorganized              |
| 9. Plans ahead                    |  | 9. Spontaneous                     |
| 10. Punctual                      |  | 10. Less punctual                  |
| 11. Reflective                    |  | 11. Impulsive                      |
| 12. Recalls people's names        |  | 12. Recall people's faces          |
| 13. Speaks with few gestures      |  | 13. Gestures when speaking         |

**LEFT / Analytic**

**RIGHT / Global**

