



# Unlocking potential with learning preferences

How understanding learning styles can improve student productivity, engagement and knowledge retention



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# What are learning preferences?

Everyone experiences the world differently, and the way we perceive and process information changes depending on our natural skills and lived experiences.

The different ways we learn are known as learning styles, and while we can all absorb new information in a number of different ways, everyone has a preference that works best for them.

For teachers, understanding the learning preferences of students allows for the adaptation of teaching techniques to better maintain engagement, boost productivity and improve information retention.

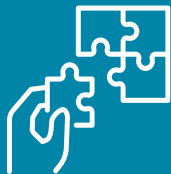
Empowering students with an understanding of their own learning preference also encourages them to get to know themselves better and seek out study methods and resources that will be of most benefit to them.

# How learning preference assessments can optimize teaching programs



## Enhanced productivity

Knowing students' learning preferences allows teachers to streamline the teaching approach, focusing on the methods they know will work best. More content can be covered in a shorter space of time if students remain engaged and absorb information quickly.



## Improved problem-solving abilities

Having both teachers and students understand learning styles encourages the development of problem-solving skills based on each individual's propensity to learn in different ways. Students can be encouraged to play to their strengths when faced with learning challenges.



## Higher engagement

Learning preferences indicate how students prefer to engage with information in a learning environment. Encouraging more open discussion to target interpersonal learners or physical action for kinesthetic learners can lead to more active participation and reduced stress or frustration with the learning experience.



## Improved information retention

Learning preferences indicate how students prefer to engage with information in a learning environment. Encouraging more open discussion to target interpersonal learners or physical action for kinesthetic learners can lead to more active participation and reduced stress or frustration with the learning experience.



## Increases self-confidence

Once students understand their preferred learning style, they start to recognize and utilize studying techniques that are of most benefit to them. This improves their comprehension of new concepts and ability to remain productive, boosting their confidence and overall success.

# Enhancing the learning process for GED®

For many individuals who decide to sit the GED®, it's been a while since their last study session. Returning to education can be daunting and the teachers who support students through this process play a crucial role in building the confidence they need to succeed.

Starting out with GED®'s learning preference assessment ensures teachers are equipped with insights to optimize their approach from the outset while also enabling students to identify their strengths and know how to play to them.

This E-book explores the seven learning styles from GED®'s learning preference assessment and offers recommendations for how teachers can tailor the study process to suit students' specific needs.

**Discover your learning preference**  
Set yourself up for success

Take the learning preference assessment

Now you've decided to do the GED, it's time to start preparing. Discover your learning preference with GED's learning preference assessment. In under 10 minutes, find out what type of learner you are and get tailored recommendations for training resources that will set you up for success.

Sign up now to discover how you learn best.

### What are the seven learning styles?

- Visual (spatial)**  
Someone who prefers using photos or pictures. When tasks and information are presented visually, these individuals use their visual memory to learn.  
[Learn more](#)
- Kinesthetic (physical)**  
Someone who prefers using their body, hands and sense of touch. For these individuals, learning happens when they physically carry out an activity.  
[Learn more](#)
- Auditory (musical)**  
Someone who learns using sound and music. These individuals prefer to hear something in order to learn, and commit it to memory by saying it out loud.  
[Learn more](#)
- Interpersonal (social)**  
Someone who prefers to learn in groups or with other people, both verbally and non-verbally. These individuals are both good listeners and communicators.  
[Learn more](#)
- Intrapersonal (solitary)**  
Someone who prefers to work alone and focuses best without the distraction of others. These individuals learn best when working through concepts independently.  
[Learn more](#)
- Verbal (linguistic)**  
Someone who prefers using words, both in speech and writing. Learning methods for these individuals include recitations and repeating back what they have learnt.  
[Learn more](#)
- Logical (mathematical)**  
Someone who prefers using logic, reasoning and systems to learn. These individuals easily recognize patterns and connect concepts, and prefer structure and logic when absorbing information.  
[Learn more](#)

### How to complete the learning preference assessment

**Step 1**  
Sign up for WWM's virtual platform

# What are the seven learning styles?



## **Interpersonal (social)**

Someone who prefers to learn in groups or with other people, both verbally and non-verbally. These individuals are both good listeners and good communicators.



## **Intrapersonal (solitary)**

Someone who prefers to work alone and focuses best without the distraction of others. These individuals learn best when working through concepts independently.



## **Kinesthetic (physical)**

Someone who prefers using their body, hands and sense of touch. For these individuals, learning happens when they physically carry out an activity.



## **Auditory (musical)**

Someone who learns using sound and music. These individuals prefer to hear something in order to learn and commit it to memory by saying it out loud.



## **Verbal (linguistic)**

Someone who prefers using words, both in speech and writing. Learning methods for these individuals include mnemonics and repeating back what they have learned.



## **Visual (spatial)**

Someone who prefers using photos or pictures. When tasks and information are presented visually, these individuals use their visual memory to learn.



## **Logical (mathematical)**

Someone who prefers using logic, reasoning and systems to learn. These individuals easily recognize patterns and connect concepts and prefer structure and logic when absorbing information.



# Interpersonal

Social, engaging and communicative

## About interpersonal learners

Interpersonal learners communicate well with others, both verbally and non-verbally. People tend to listen to them or go to them for advice as they are sensitive to others' motivations, feelings and moods.

They tend to enjoy mentoring or counselling others and typically prefer learning in groups or having one-on-one time with a teacher. Their learning is heightened by bouncing thoughts and ideas off others and listening to how they respond.



## Preferred study style

These individuals learn best when working with other people and will thrive in a social studying environment with partners and teachers who favour a similar approach. Working in groups enables them to practice behaviors or processes and understand how to deal with variations.

## Teaching techniques

- Working in a group or one-on-one as much as possible
- Using mind maps or association diagrams and working through these collectively
- Asking individuals to explain their understanding of key topics and offering feedback
- Using role play to break down complex concepts
- Encouraging individuals to start a study group to compare notes, thoughts and interpretations
- Asking individuals to teach concepts they've learned to others or back to you



# Intrapersonal

Solitary, independent and introspective

## About intrapersonal learners

Individuals with an intrapersonal or solitary learning style tend to be more private, introspective and independent. They can concentrate easily – and for longer periods of time – focusing on the task at hand. They spend time on self-analysis, and often reflect on past events and the way they approached them.

They take time to ponder and assess their own accomplishments or challenges and may keep a journal, diary or personal blog to record their thoughts.

## Preferred study style

These individuals learn best when working alone through self-study. One-on-one time with a teacher is often used to clarify information or concepts they've been unable to understand on their own.

They will often consider questions like what's in this for me? Why does this matter? And how can I use this concept in practice? Their inner thoughts and feelings towards certain topics will have a noticeable impact on their motivation to learn.



## Teaching techniques

- Setting clear goals and making plans ahead of each session
- Aligning learning topics with their personal beliefs and values
- Proactively building interest in learning topics
- Finding quiet, solitary spaces and allowing uninterrupted study wherever possible
- Encouraging them to keep a journal that includes information on their thoughts and feelings about certain concepts
- Setting aside time to review challenges in depth once they've had a chance to work through concepts alone





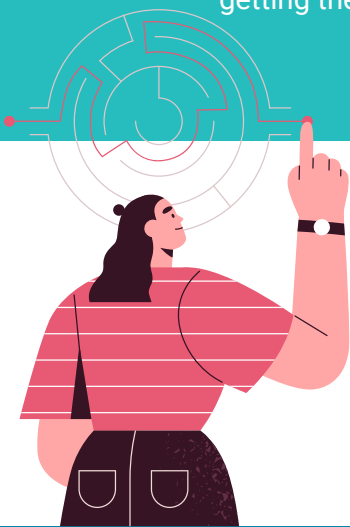
# Kinesthetic

Physical, active and energetic

## About kinesthetic learners

Kinesthetic learners rely on their body and sense of touch to engage with the world, and they tend to use large hand gestures or other body language to communicate. They typically enjoy sports, exercise and other physical activities such as gardening or woodworking.

They like to think out issues, ideas and problems while moving and would rather go for a run or walk if something is bothering them, as opposed to sitting at home. They notice and appreciate textures in clothes or furniture and like getting their hands dirty, making models and solving jigsaw puzzles.



## Preferred study style

These individuals learn best when they're able to use touch, action, movement or hands-on activities to explore concepts or ideas. When engaging with a new topic or learning a skill, they prefer to jump in and explore practical applications as quickly as possible.

Having objects such as flash cards to physically touch and manipulate while they learn helps them to memorize information.

## Teaching techniques

- Exploring concepts by writing or drawing diagrams on big pieces of paper using colorful markers
- Using breathing techniques before studying to enhance focus
- Using touch, action and hands-on activities wherever possible
- Implementing role playing to explore key concepts and finding ways for them to act out or simulate what they've learnt in the physical world
- Using physical objects including post-its or flash cards



# Auditory

Aural, musical and rhythmic

## About auditory learners

Auditory learners like to work with sound and music and have an innate sense of pitch and rhythm. They often sing or play a musical instrument and can easily differentiate between the origin of sounds. They will often notice music playing in the background of movies or TV shows and certain songs spark emotional reactions. They often find themselves humming a song and themes or jingles pop into their heads without prompting.

## Preferred study style

These individuals learn best when they're able to incorporate sound, rhyme or music into the process. Listening to podcasts or videos which include aural explanations of concepts helps them to absorb information more easily.

Creating associations between studying or learning and certain types of music will enable them to remain more focused on the task at hand, regardless of location.



## Teaching techniques

- Engaging in group or one-on-one discussions about key concepts
- Creating mnemonics or acrostics that use rhythm and rhyme for memorizing
- Playing the same types of music each session to maintain concentration or provide inspiration
- Incorporating podcasts or videos to break down complex topics
- Using sound effects to help visualize concepts
- Encouraging them to repeat back what they've learnt or explain it in their own words



# Verbal

Confident, linguistic and expressive

## About verbal learners

Verbal learners find it easy to express themselves to others, both verbally and in writing. They love to read and write and tend to have a large and varied vocabulary. They also know the meaning of many words, and regularly seek out the meaning of new words they come across. They enjoy tongue twisters, rhymes and poems and feel confident debating verbally with others or speaking in public.



## Preferred study style

These individuals learn best when using written or spoken words and creative language to explore ideas. They take plenty of notes while studying and will regularly look back over what they've written, taking the time to read important concepts out loud.

Mnemonics and acrostics help them remember words or phrases and offer opportunities for them to be creative with language.

## Teaching techniques

- Asking to explain learned concepts out loud
- Keeping study journals and writing notes
- Reading aloud when learning by written methods and using a dramatic and varied tone
- Using mnemonics or acrostics to remember key words or phrases
- When working with others, using role-playing or debates to explore ideas
- Writing and recording scripts when learning new concepts and listening back to them later



# Visual

Spatial, artistic and instinctive

## About visual learners

Visual learners prefer using images, colors and maps to organize information and communicate with others. They can easily visualize objects, plans and outcomes in their mind's eye. They also have a good spatial understanding and an innate sense of direction so they can easily find their way around using maps, and rarely get lost. They love drawing, scribbling and doodling, especially with colors.

## Preferred study style

These individuals learn best when exploring concepts visually, using pictures, spatial arrangement, colors and drawings to describe or associate concepts. They will benefit from replacing text with images and colors wherever possible.

Creating mind maps – either digitally or on paper – will allow them to better organize and understand ideas.



## Teaching techniques

- Using color, spatial organization and diagrams
- Finding visual means to describe key concepts including photos, drawings or maps
- Creating mind maps using color and images in place of text
- Color-coding study notes to create visual links with concepts
- Creating a visual journey or story to help memorize content that isn't easy to 'see'
- Seeking out or drawing diagrams where possible
- Pinning up posters or keeping a whiteboard in the study space to trigger visual memory queues



# Logical

## Mathematical, scientific and systematic

### About logical learners

Logical learners typically work through new information and address challenges in a systematic and methodical way. In conversation, their scientific approach to thinking means they support their points with examples or statistics and are aware of logic flaws in other people's words, writing or actions.

They recognize patterns easily, work well with numbers and like using their brains for mathematical reasoning. They will often play brainteaser games like sudoku, backgammon or chess.



### Preferred study style

These individuals learn best when they have to-do lists, agendas and numerical targets to track their progress against. When faced with difficult concepts, classifying and grouping information together will help them understand it.

Mapping out connections between different concepts and considering the practical applications helps them memorize information.

### Teaching techniques

- Identifying repetitive processes for learning and absorbing new content
- Creating and using summary lists by extracting key points from learning materials
- Making use of 'systems thinking' to explore broader concepts and trying to build a full understanding of the whole picture
- Noting down links between different concepts and mapping out connections
- Considering the practical applications of the content as opposed to rote learning



Encourage your students to take the learning preference assessment via their [GED® dashboard page](#) and share their results.