



*the eBook on*

# Eye Movements

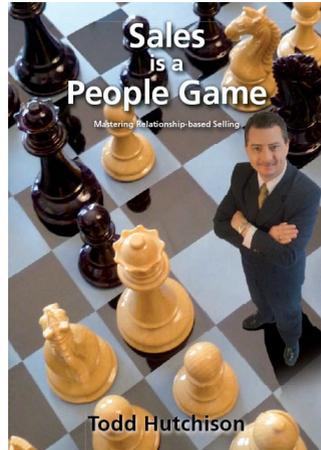
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## Eye Movements

Eye movements or flickering has become a key area of science study and helps to identify what is happening within another person from a brain processing perspective. This becomes useful for a salesman dealing with a prospect, a criminologist dealing with a criminal, through to a parent communicating with their child.

Eye movements, which can be very fast and subtle, are good indicators of what part of the brain is being accessed.

It was Dr John Grinder and Richard Bandler, the co-founders of NLP, who first identified a relationship between sensory-based language and eye accessing cues. These cues are idiosyncratic and habitual for each person and offers indications to how the person is processing or representing a problem subconsciously. It can reflect whether they are thinking in pictures, sounds or feelings, as well as if they are engaging in internal dialogue (talking to themselves).



- Vc** Visual Construct /Create
- Vr** Visual Recall / Remembered
- Ac** Auditory Construct / Create
- Ar** Auditory Recall / Remembered
- K** Kinaesthetic (Feelings)
- Ad** Processing (Auditory Digital / Internal Dialogue)

The diagram on page 3 is based on the onlooker's view of the person (looking at them). It outlines all the eye movement cues (the initial flicker and not where the eyes end up looking), and is the typical mapping for a right-handed person. A left-handed person may have a reversed mirror image of the indicators (e.g., looking upward and to their right may be visual recall and not visual create).

Before making any judgements, you would have to test the eye movements by asking some basic questions that the salesperson would likely know the answer to. This process is called calibration.

The movement is sometimes subtle and very fast, so it is the immediate movement after a question is asked that is the one that counts. For example, if you asked, "Can you recall the colour of the roof tiles of the first house you grew up in?", then this type of question would have prompted the respondent to remember from a stored memory of a picture of their old childhood house. Momentarily their pupils would normally move upward and to their left. This is what is known as a visual recall or a visual-remembered access cue.

If you then asked them to imagine what it would look like if those roof tiles were coloured pink, then they would typically access the visual create or visual construct area by looking upward and to their right. Whilst the visual cues are upward, auditory cues are directly sideways. Basically, for both visual (images) and auditory (sounds) we move the eyes to our left to recall or remember something already stored in the brain, and to the right to create or construct something new.

When we look downward and to our right we tap into our feelings, and this explains why many people drop their head and look downward when they are feeling down. The old saying, “lift your head high and stand proud,” actually has a physiological impact on us, by getting us to stop accessing our feelings.

Lastly, when we look down and to the left we are accessing our internal dialogue where we may be talking to ourselves, or thinking through a particular process. If asked about a complex strategy, we may access this area to think through the approach in preparation for our verbal response.

Eye movements can be useful as they can indicate how a person is processing information. This is important for many situations or professions, such as the salesperson monitoring the prospect, the doctor monitoring the patient, the coach monitoring the coachee, or the criminologist monitoring the criminal.

Unless you are very well trained in this science, it is dangerous to use it as a test of someone telling the truth (as eye movements are often talked about as being a good indicator if a person is recalling a real event or making something up). For example, the truth can largely be validated through asking well-constructed questions that would have clear responses.

These eye movements are not always substantial or obvious to the observer as they can be too rapid to read by the untrained observer, hence the calibration process is also used to judge the clarity of their signals.

Other uses of eye movements can help a person control their emotional state. When a prospect is feeling bad about an event, they will typically have their eyes down and to their right, locked into their feelings. Another person would need to help them change their eye position to influence their emotional state, possibly helping them get out of feeling bad about something negative they are dwelling on.

The changing of the eye position has a direct impact on a person's physiology. Just as an angry person cannot laugh and be angry at the same time, changing our physiology also impacts on our emotional states.

In summary, having an understanding and being aware of a person's body language and eye movements can provide key clues to a person's thinking processes and sometimes provides an indication of their intentions.

## Todd Hutchison

Todd Hutchison is an international business consultant and behavioural specialist. He is an accredited trainer, certified speaking professional and certified Master Coach.

Recognised as a pre-eminent leader by the Western Australia Business News, Todd was awarded the Rising Star award from the National Speakers Association of Australia and is a Fellow of the Leadership Western Australia program.



He has sixteen qualifications, including a Masters in Business and Administration from Deakin University, and a Masters in Commerce from Curtin University of Technology. In addition, he is a certified Master Coach, Master Project Coach, Project Management Professional, Master Project Director and Master Practitioner of Neuro Linguistics Programming.

While working as an academic Director of a health technology research centre, he began his passionate pursuit of understanding human dynamics. Todd continues his studies in neuroscience, psychology and coaching to expand the understanding of human behaviour and its relevance to personal and team performance. He is a founding Director of the 'Institute of Mind and Behavioural Sciences'.

Having successfully established a number of businesses, achieved awards for his performance, Todd has demonstrated that success starts with your thinking, and is a living example of how you can follow your dreams.