



# Your Guide to **Win-Win Loving**

For Even More Loving Relationships  
and Harmonious Homes & Workplaces

SUE LESTER (C) 2008



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Change your life.*

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The key to Win-Win loving relationships is a simple strategy – a strategy of love which is so both incredibly simple and powerful you wonder why everyone doesn't know about and use it! It's obvious application is in romantic relationships, but can be equally potent when applied to children, extended family and the workplace. Simply, every one of us is born with our own preferred strategy for giving and receiving love. As long as that strategy is fulfilled we will feel loved and forgive much more than we probably should! Firstly to romantic relationships, and then we'll look at applying it in other relationships.

### The Three Categories

Strategies of love fall into 3 categories: Visual, Auditory and Kinaesthetic. Now, you may have heard these terms before, in terms of learning styles for example, and already have a label for yourself. Please put that aside because it does not automatically correlate with your innate preferred strategy for giving and receiving love.

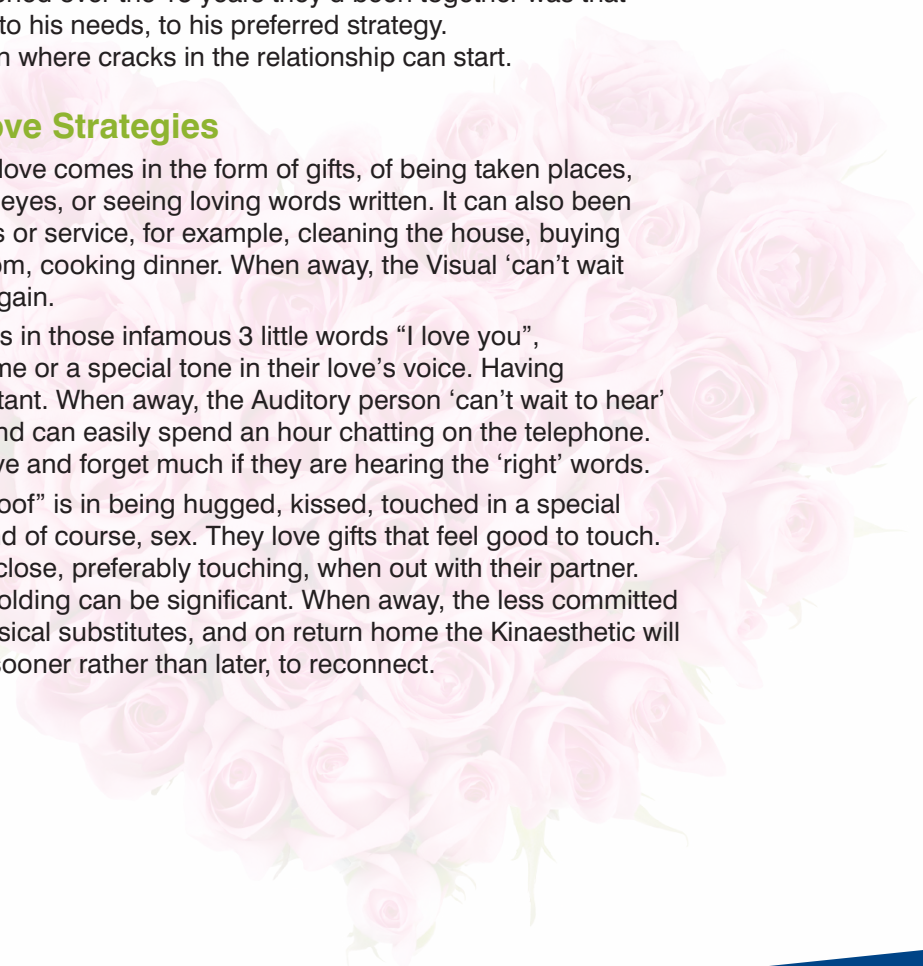
Actually, when I first shared these love strategies with friends, one couple had an argument as he insisted her love strategy was Visual not Auditory as she had decided. What had happened over the 15 years they'd been together was that she had modified herself to his needs, to his preferred strategy. Not uncommon, and often where cracks in the relationship can start.

### The Three Main Love Strategies

For the Visual, "proof" of love comes in the form of gifts, of being taken places, a certain look in a lover's eyes, or seeing loving words written. It can also be shown in acts of kindness or service, for example, cleaning the house, buying flowers for the lounge room, cooking dinner. When away, the Visual 'can't wait to see' their loved ones again.

For the Auditory, "proof" is in those infamous 3 little words "I love you", or in hearing their pet name or a special tone in their love's voice. Having "Our song" can be important. When away, the Auditory person 'can't wait to hear' their loved one's voice, and can easily spend an hour chatting on the telephone. Auditory people will forgive and forget much if they are hearing the 'right' words.

For the **Kinaesthetic**, "proof" is in being hugged, kissed, touched in a special place in a special way, and of course, sex. They love gifts that feel good to touch. They tend to sit or stand close, preferably touching, when out with their partner. When first dating, hand holding can be significant. When away, the less committed might be tempted by physical substitutes, and on return home the Kinaesthetic will often want to make love sooner rather than later, to reconnect.



## In the beginning

When we first meet a potential partner we apply all the strategies to gain and hold their attention and 'love'. Of course we would thrive on having all three all of the time, and that's why we really feel the glow in the honeymoon period.

It's when the relationship settles into a routine that things can go awry. When we get comfortable in a relationship we often allow ourselves to be distracted by work, children, TV and other Life issues. We then revert to the easiest strategy for us to give love, our own. That's not an issue if our partner has exactly the same strategy for loving, so let's look at some examples where that isn't the case...

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### Example 1

Keith is very much a Visual strategist and shows his love by showering his partner Vanessa with gifts, and clothes, and enjoying taking her out for surprise dinners, shows etc. Vanessa is Kinaesthetic and loves cuddling on the lounge at home. Keith starts to feel unappreciated at her lack of enthusiasm for being seen out with him, and for his gifts to make up for not being home early every night.

Vanessa is starting to feel he is buying her clothes because she's not good enough, not attractive enough. She tells herself stories about why he is choosing to spend time at work, rather than in her company. In her insecurity she starts to increase her love strategy of physical contact. Keith starts to feel smothered, stops buying gifts, and finds reasons to come home later and so it goes on.

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### Example 2

On the other hand, Julie longs to receive gifts, and says her husband Jason mustn't love her anymore because he never buys her flowers or takes her out. Jason is shocked to hear this, "What do you mean I don't love you – I told you so just this morning!" Visual vs. Auditory.

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### Example 3

Then there is Amanda who, much to her family and friends' distress, allows Aaron to treat her like a doormat, simply because he often tells her how much he loves her. Auditory vs. \_\_\_\_\_ (insert your choice of label here!)

## So, what to do?

Firstly you need to identify your own preferred strategy for giving and receiving love. Do this alone so you can be clear in your own mind, without your partner or someone else telling you what they think you are! Likewise allow your partner to decide without 'help' too. It doesn't matter if you don't currently have a partner as it's always a wise idea to get to know yourself and your needs better, isn't it?

To identify your preferred love strategy, imagine yourself away for a long period. What would you miss most? Seeing, hearing or touching? Is an email or SMS enough, or do you need the telephone call? What soothes you fastest? A smile, kind words or a hug? On your birthday which means more: a ideal gift, being told how special you are, or lots of hugs from those around?

Next step is to share your strategies and make a commitment to each other to always fulfil the other's strategy FIRST. Of course you can use yours as well, but their strategy is the priority for you. Now, no one is perfect, and you or your partner may occasionally need a gentle reminder of your needs. It's all about being loving, so pouting, moody silences, cranky voices etc aren't appropriate!

## Are you valuing yourself enough?

If you are in Amanda's situation or you are tolerating bad behaviour because the sex is amazing, or s/he 'makes up' to you with gifts and outings, I strongly suggest you review your situation. You can allow yourself to move on so you create space in your life for the genuinely loving and mutually respectful relationship you deserve.

## Children

For children it is important they experience feeling loved every day in many different ways, but they too have their own individual strategy for giving and receiving love. For younger children it is often easiest to observe how they show love – do they always want to be in physical contact with you whether cuddling, wrestling or sitting close? Does your child tell you in words, whether directly or by verbally sharing important things that happened that day? Or are you often being given 'gifts' from the garden, or drawings etc?

It is a matter of noticing what makes each child happiest, and ensuring that, at the very least, you show love in that way every day. Cuddling your child as you read a picture book out loud encompasses all three strategies, which is why it's often equally relaxing and satisfying for the parents too.

You probably find your children are all different, but by consistently and frequently using their love strategies your home will quickly become much more harmonious. You may have noticed the disharmony comes when your children compete for your attention, in all different ways. So if you can have an arm around your Kinaesthetic while talking with your Auditory and smiling occasionally at your Visual, you'll have your bases covered for a while at least. It also makes discipline so much easier e.g. stern tone of voice to the Auditory child, 'the eye' to the Visual child etc.





### Teenagers

It is important for teenagers, particularly girls, to understand their own strategy for love. Just because it is being fulfilled, for example, with sex or gifts or the 'magic' words, doesn't mean it is "true love". Nor does it mean they should lower their standards and expectations, and allow themselves to be treated disrespectfully. Actions and words must match.

Therefore the best way to teach this is from an early age through your own role modelling. An example of how NOT to do this is the mother I heard in a shopping centre, yelling at her child, "Don't you #@#\$ swear at me you little #\$@! Show a bit of respect!"

### In the Workplace

In the workplace this can be applied by presenting the above information as a personal development segment at a staff meeting. I've done this to great effect in the past in a wide range of occupations. Improvement in even one staff member's home life can impact greatly on the workplace atmosphere and productivity as a whole.

It is also a way of discovering each person's strategy so you know how to most effectively reward them. E.g. would they prefer to be told they are doing a great job (Auditory), get a physical pat on the shoulder or handshake (Kinaesthetic), or see their name in a memo or newsletter (Visual)? Think of jobs you, or someone else, has stayed in, possibly far too long, because of the non-financial rewards. Of course, a combination of all three is the ultimate satisfying reward.

I hope you enjoy the benefits of Win-Win Loving in your world. I'd love to hear your feedback, and success stories of the difference it made when you implemented these strategies. Please email those to [sue@growingcontent.com.au](mailto:sue@growingcontent.com.au)

If you'd like more relationship and workplace dynamic shifting ideas and techniques, refer to "The Face Within: How to Change Your Unconscious Blueprint". It's your D.I.Y. head trash clearing kit and is available from the shop at [www.growingcontent.com.au](http://www.growingcontent.com.au)

**Remember, if nothing changes, nothing changes. Let go and grow!**

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Catalyst of Change

Head Transition Coach, Speaker, Author.



### About the author

Sue Lester is a catalyst of change and adventurer at heart, with a background in education and social enterprise. She travels the globe exploring ways of helping people break through their boundaries, and to shift the mindsets keeping them stuck in a depressing disempowering past or an anxious overwhelming future.

In demand as a key note speaker, head transition coach and facilitator, Sue inspires and facilitates the mindset shift from self-sabotage to self-motivation. Based in Brisbane, Australia, Sue works with individuals and corporations worldwide.

Sue discovered the existence and impact of our unconscious blueprints, our 'face within', and most importantly, how to clear this true source of our 'head trash' for good. Sue shares her findings in "The Face Within: How to Change Your Unconscious Blueprint". It's also full of techniques, exercises, fascinating case studies and stories so it becomes your own D.I.Y. head trash clearing kit.