- Recognize and interpret truth and deception.
- Reiterate the importance of proper question structure to get the complete truth.
- Discuss strategies to ask the right question, the right way, at the right time.

ACUA 2017 Annual Conference
Always, always know your exits.

“Getting the Truth”

not Finding the Truth
not Discovering the Truth
not Surfacing the Truth

Words matter.
A story, statement, question, or answer includes words, body movements, pauses, micro-facial expressions, speech nuances, voice pitch, rhythm, and all communication variables – all pieces of the puzzle leading to the real meaning of the message.

Write out, in narrative form - do not list - everything you did yesterday from the time you woke up until the time you went to sleep.
People don’t tell complete lies.

180°

They tell partial truths.

<180°>

*And partial truths leave tracks
People want to tell the truth.

Use that Force

“Like water seeking its own level, the body relieves itself of stress, seeking calmness. The greatest stress reliever known to man is truth telling. It’s a relief valve, a bloodletting, a purging. Nature demands it in order to begin the rebuilding process.”
It’s Harder to Lie

PBS Nova 10/17/12  Can Science Stop Crime?

The first step in good, ethical decision-making is getting the facts.

Getting the facts requires good Investigative and interview strategies.
Sense/Read/Listen to everything.

Every word is important.

Every word that isn’t there, but should be, is doubly important.

We seek Perfect Communication

1. Know what he said and why he said it; and,
2. Know what she didn’t say and why she didn’t say it.

Communication is very subtle.
"There are two ways to be fooled. One is to believe what isn’t true; the other is to refuse to accept what is true."

- Soren Kierkegaard

"When we rely on one source, one ethos, one perspective – we lose. Bias and prejudice are our enemies."

#AuthorJoeKoenig
No Prejudice

Is my bias, prejudice, or perspective affecting my reception?
Everything Contaminates

Julian Assange on Meet the Press  7/31/16

Chuck Todd: “I understand that, but the easiest way to clear this up, Mr. Assange, would you be able to say categorically that a foreign government did not hand you this material?

Assange: “What I can say categorically is that we have published proof that the election campaign of Bernie Sanders was sabotaged in a corrupt manner by Debbie Wasserman Schultz and others within the D.N.C. We can say that categorically.”
Look ..

Don’t Read

Stress Effects

my house due to a house fire. I checked my insurance check (reimbursement for contents) from the insurance company. I noticed that both my wife and my ex-wife’s name appeared on the checks. I called my ex-wife at her place of work and told her about the check and asked her to meet me at the bank. She stated she could not leave work during the day. She had recently started a new job and had already missed some time. I asked her to meet me at the bank on Saturday and she stated she had plans and would not be able to. I asked her what I was supposed to do. She said to sign her name and to deposit it in the ATM machine and that it would go through fine. She said if there were any questions or problems that she would clear it up. The same scenario happened.
Find their communication pattern(s). Any change is important and needs to be explained.
I came home around 10:00 pm in the evening. I parked the car in our driveway. The doors were locked and the alarm was activated.

I went to bed about 11:00 pm. When I came out at 7:00 am in the morning I discovered that the car was gone and a part of the driver side window was still on the ground, broken out. A police report was filed immediately at the local precinct.
The Trained Observer “senses” all there is, and isn't that should be.

The Teller Sigh
#6. = “Empathy”
the ability to understand and share the feelings of another.
Only empathy leads to sensing the complete truth. Empathy is unbiased, unlike sympathy. Truths obtained thru empathy are complete truths. Truths obtained without empathy are only partial truths.

Pronouns are very important in getting the truth.

Pronouns “I, my, our, we, they, your”
- promote precision
- show commitment
- show accountability
- show possession, ownership
- show simplicity: “I didn’t do it.”

If pronoun is missing – need to know why.

* There are no mistakes.
1. Happy Birthday Dad! I love you and Jackson sends his newly-learned kisses!

2. Happy Birthday to the best Dad ever! Love you!

Robert Hainsey, a 2017 four-star guard from IMG Academy in Bradenton, Fla., released his top three via Twitter on Tuesday evening and listed Michigan, Michigan State and Notre Dame. He said he'll make his commitment during the Nike The Opening Finals, July 5-10 in Oregon.

About Michigan and coach Jim Harbaugh:
"Michigan has been a school I always really liked," Hainsey said. "They hadn't offered me with the first staff, but when coach Harbaugh got there they made it a point to offer me and I was glad to get up there. Coach Harbaugh is doing something really special with that program. I think he's going to take it to the top very soon, especially with the great year (they) had last year. I just really like the coaches. I feel comfortable there. I think it's going to end up a really good program soon."

About Michigan State and coach Mark Dantonio:
"I just think coach Dantonio has a real good program and he's going to keep winning with the players he gets," Hainsey said. "It's not always the best players, but they always find a way to win and I really like that. I feel really comfortable there, especially with their offensive line coach and all their coaches. I know people at the program, so I've gotten some really good insight on it, so that's helped me with my decision."

About Notre Dame and coach Brian Kelly:
"Notre Dame just has a different feel to it," Hainsey said. "It feels really at home. I'm really comfortable there, especially with the coaches. (Offensive line) Coach (Harry) Hiestand is a great coach. He produces amazing talent every year and I think that would be really beneficial to me. I think Notre Dame can do a lot for me after football, after my career is over, whether it's in the NFL or after college. No matter what, I think I'm going to have a good chance to get a great job and be very prepared for life."
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Deception

Me: Did you eat your sandwich?
Son: Yes
Me: Did you eat all of it?
Son: I think so.

This is about 1/2 into interview.
Timing?
Q Structure?
a. “When was the last time you saw Nicole?”
   “Better: “When did you last see Nicole?”
Less words; more precise. 8 to 6
“Last,” is an excellent word and “the last” requires a precise response. There is only one “last” time. How would the killer answer this? It’s a live torpedo in the water.
Did he answer the question?
Earlier answers = simple, direct, precise
“We were leaving…” = not precise “a” dance recital? A “the” would be more precise.
Is this time?
I asked the Pastor:

“May I smoke while I pray?”
Absolutely Not

“May I pray while I smoke?”
Absolutely

Carve & Sculpt your questions to be
1. Simple
2. Precise
3. Compact/Direct
4. Using mutually understood words.
5. Sometimes best Q = none = silence.
Use Only Mutually-Defined Words

Do you have *chattel*?
What are your *current liabilities*?
What is the *value* of your *assets*?

Sculpt your Questions

If you are gathering facts on an employee complaint:

Tell me about the sexual harassment.

"Tell me what happened."
"What brings you here?"
"Tell me what you mean by 'sexual harassment,' or
"What do you mean when you say 'assault'?"

*Define, then use their words*

**Why did you classify that as an expense?**
**What can you tell me about that?**
"Tell me about that."

Define words – ensure mutual understanding – eliminate "wiggle."
*Wiggle = anything that can be misunderstood or intentionally misused.*
CIA prefers Commands over Questions

What can you tell me about the assault?
Better: ➡️ Tell me what happened. 4 vs. 8 (No assumptions)

What do you have to say about what happened?
Better: What happened? 2 vs. 9

What do you know about that spreadsheet entry on 11/20/14?
Better: ➡️ Tell me about that spreadsheet entry on 11/20/14.

“The question structure determines the response. Structure your questions to promote precision, accuracy, simplicity, and directness. The absence of those qualities allows and promotes deception.”

“When did you last see Nicole?” 6
vs. “When was the last time you saw Nicole?” 8
Don’t talk over the answer.

Before you complete a Q,
subject begins to answer.

Stop asking your incomplete Q.

Subject assumes to know your Q.

Knowing that assumption is important.

All Defective

Will you say...?
Can you say...?
To the best of your knowledge...?
What can you tell me?

Contamination
“An introduction is anything that qualifies a statement... or question.

CURRY: Can you say that Iran will not build a nuclear weapon under any circumstances whatsoever?

ROUHANI: The answer to this question is quite obvious. We have time and again said that under no circumstances would we seek any weapons of mass destruction, including nuclear weapons, nor will we ever.
Jerry Sandusky Statement 10/2012 (partial)

*I'm* responding to the worst *loss* of *my* life. *First,* I looked at *myself.* Over and over, I asked why? Why *didn't we* have a fair opportunity to prepare for trial? Why have so many people suffered as a result of *false allegations?* *What's* the purpose? *Why* no “*these*”??

Maybe it will help *others,* some vulnerable children who could be abused might not be as a *result* of all the publicity. *That* would be nice, but *I'm* not sure about it. *I* would cherish the opportunity to become a *candle* for *others,* as *they* have been a light for *me.* *They* could take away *my* life, *they* could make *me* out as a monster, *they* could treat *me* as a monster, but *they* can't take away *my* heart. *In my heart,* I *know I did not do* these *alleged* disgusting acts.

*late, qualifier, not simple (didn't??)

And this,

*What are the risks* in your operation?  
*What are your key* processes, procedures and controls?  
*What do you view* to be the main *risks* in your area?  

What did you mean when you said _____________?  
What do you think I mean when I use the word “risk?”
Let’s say your child came home 2 hours after curfew and you want to know where he/she was. Do you ask:

Where were you? = no
Where have you been? = no
What caused you to be 2 hours late? = better

Best:
“Working backwards from now, tell me with whom and where you were.”

Can you say you did not take the money?
Better: Did you take the money? 5 vs. 9

Do you know who took the money?
Better: Who took the money? 4 vs. 6

What do you think happened?
Better: What happened? 2 vs. 5
Denials

Good denial??

I am an honest person. I would never, will never get a penny from anybody that does not belong to me. This is totally against my principals and my family principles. I don't take cash even from my husband's wallet without telling him. This is totally a nonsense situation. Everybody who knows me knows I am a reliable and honest person.
*If they don’t deny it, they probably did it.
*If they don’t answer the question, they did.

"I deny I did it," is not a denial. "I didn't do it," is a denial. No denial or a poor denial is evidence of guilt.
"If they didn't answer the question, they did."

“Alan Dershowitz threatened legal action Sunday against a woman who accused him and Britain’s Prince Andrew of sex crimes.”  (Jan. 4, 2015)

“I unequivocally and without any reservations totally deny all the allegations about sexual contact,” he said.”

A denial statement is not a denial.
Better: “I did not have sexual relations with the accuser.”

Note: no introduction
(CNN) -- "I do not use crack cocaine, nor am I an addict of crack cocaine."

Toronto's Mayor

5/23/13 Rob Ford,

Feinstein says CIA spied on Senate computers

By Halimah Abdullah, CNN

updated 4:35 PM EDT, Tue March 11, 2014

"As far as the allegations of CIA hacking into Senate computers -- nothing could be further from the truth. We wouldn't do that. I mean that's, that's, that's just beyond the scope of reason," Brennan told the Council on Foreign Relations.

John Brennan
Director CIA

(Is this a good denial?)
In a reversal of his previous public comments on the matter, CIA director John Brennan apologized for the overreach.

“The Director subsequently informed the SSCI Chairman and Vice Chairman of the findings and apologized to them for such actions by CIA officers as described in the OIG report,” CIA spokesperson Preston Golson said in a statement. According to the statement, Brennan will form an Accountability Board to review the report’s findings and make recommendations, which “could include potential disciplinary measures and/or steps to address systemic issues.”

CLINTON: ‘LISTEN TO ME’

Clinton’s emphatic denial Monday came after several days of silence on the allegations, even as tension was building for him to explain any relationship with Lewinsky.

Wagging his finger for emphasis at the end of a White House ceremony on child care, Clinton stared into a bank of TV cameras and declared, “I want to say one thing to the American people. I want you to listen to me. I’m going to say this again. I did not have sexual relations with that woman, Miss Lewinsky.”

The dramatic 20-second statement buoyed Clinton’s supporters and riveted attention on what Lewinsky would tell Starr’s grand jury.

“I never told anybody to lie,” Clinton said in the remarkable White House statement. “Not a single time. Never. These allegations are false and I need to go back to work for the American people.”

LEWINSKY MAKES OFFER

Lewinsky’s attorney, William Ginsburg.
"I have never sexually harassed anyone, let’s say that, ....."  
Presidential candidate, Herman Cain 10/31/2011.

BLITZER: Have you ever taken a picture of yourself like this?  
WEINER: I can tell you this, that there are - I have photographs. I don't know what photographs are out there in the world of me. I don't know what things have been manipulated and doctored, and we're going to try to find out what happened. But the most important reason I want to find out what happened is to make sure it doesn't happen again. Obviously, somebody got access to my account; that's bad. They sent a picture that makes fun of the name Weiner. I get it. You know, touche, Dr. Moriarty, you got me. At the time it happened, I tweeted right away that I got the joke and I continued on with my life. And I think that, frankly, that's what I would encourage everyone to do. I don't believe that this is a big federal issue, but people are free to pursue it if they like.
Filler Words: uh, really, basically, like, I mean, OK, so, ...

Responses containing “actually” require further exploration.

Q. Did you make that entry?
A. I actually did.

2Q. What do you mean, “I actually did?”

Q. Did you say that?
A. I did, actually.
Q. What do you mean when you say, actually?

Know Truth
and
Know Deception
Answers/Responses:

Usually (almost always):

- Simpler = More Truthful
- Shorter = More Truthful
- Direct = More Truthful
- Avoidance = Deception, Sensitivity

Know truth when you sense it.

“When I saw you I fell in love, and you smiled because you knew.”

Shakespeare

Simple, direct, precise
One of the keys to truth detection is sensing sureness, confidence in the statement. You know it when you sense it.

Truth-tellers volunteer information to make sure there is no misunderstanding.
A son reaches out (from the South Korean Ferry) by texting:

"Mom, in case I won't get to tell you, I'm sending this. I love you."

The mom, apparently unaware of what was happening, responds, "Why?"

Then, once she becomes aware of the circumstances

"I, too, love you, son."

---

Which is better?

(Both are good)

I did not do it.

Vs.

I didn’t do it.
Please provide 3 important questions that you typically ask during an audit.
1. What are your operational(?) risks? Tell me ....
2. 1. What are your key(?) processes, 2. procedures and 3. controls? Tell me ....
3. What are your key(?) policies?
4. What are your main(?) risks? Tell me ....
5. What are your key(?) controls? Tell me ....
6. What is your residual(?) risk? Tell me ....
7. 1. What are your critical(?) 2. procedures(?) and 3. policies(?)? Tell me ....
8. What keeps you “up at night?” (What are the highest risk areas?) Tell me ....
9. What are the opportunities for fraud? Tell me ....
10. What bothers you? Tell me ....
What question(s) would you like to ask but have difficulty asking?
11. Do you have employee performance issues? What are your actions(?)? Tell me ...
12. ...
13. Do you enforce vacation policies?
14. Have you taken any actions in anticipation of this audit? Tell me ...
15. How do you maximize efficiencies (?)?

What is the first critical question you ask?
16. What do you think of our audit objectives?
17. What controls are weak(?)?
18. What does this audit do for you? Tell me ...
19. Tell me about your job?
How many fingers do you see??

Commas Matter – Everything Matters

We invited the strippers, JFK, and Stalin.

Vs.

We invited the strippers, JFK and Stalin.

Rabon
Money is missing from the office today. “Please tell me what happened.”

1. Have each employee, including all who had access, handwrite their answers to “Tell me what happened.”
2. Look for those who quickly deny taking the money, help to find solutions, cooperative, forthcoming, use “we,” use contractions, and are eager to clear themselves.
3. Focus on who is left.
The Anatomy of Denials
by Joe Koenig, CFE

Author of the award-winning book “Getting the Truth” available at goo.gl/qgDmxI

Learning the principles in this article will enable you to distinguish between good and poor denials - making you a better executive, a better investigator, a better decision-maker.

What’s a good denial? A “good” denial is a truthful statement that helps close the door on the allegation. Notice I didn’t say it “closes the door” - it “helps” close the door. Evidence ultimately determines the truth. We can rely on a good denial. It helps disprove the allegation. It isn’t, by itself, proof beyond a reasonable doubt, but it does offer evidence the allegation is false.

A good denial must be truthful. In the criminal setting, “I am not guilty,” is considered a quasi-good denial. By “quasi” I mean it is a good denial in this very specific setting. It’s “truthful” since all those arrested are, in fact, “not guilty” until proven guilty beyond a reasonable doubt. Even if the subject did the act, he is telling the truth with this statement. Likewise, the denial “I am innocent” is truthful in the criminal setting for the same reasons. Both are quasi-good denials even if they did that of which they’re accused – but those denials offer little to close the door on the allegation. The terms “not guilty” and “innocent” are mutually understood in the criminal setting.

Those terms “not guilty” and “innocent” outside the court systems are not universally understood. Outside the court systems (criminal and civil) there is no need to prove beyond a reasonable doubt or with a preponderance of evidence. Therefore, these denials are not so good when used in non-court settings. So, when the wife accuses a husband of infidelity, his “I am innocent,” isn’t a good denial. The term, “innocent” lacks specificity and is subject to many interpretations outside the court setting.

A good denial is direct, simple and succinct. It clearly denies the allegation. It uses only those words necessary. All words in the denial must be mutually understood by all and the statement must stand-alone. By “stand alone” I mean it cannot be qualified by what is stated before or after the denial. “I didn’t do it,” and “I did not do it” are good denials when “it” is mutually understood by all and there is no doubt as to what “it” is. “Let’s say, I didn’t do it,” is thus not a good denial because of the qualifier, “Let’s say, …” Anybody can “say” anything.

Further, let’s say a person takes $621.31 from a grocery store cash register. The owner, suspecting that $650 is missing, improperly asks the suspect, “Did you take the $650? The suspect answers, “I didn’t take it,” knowing that he didn’t take $650. The “it” is not mutually understood by all. Deceptive people take advantage of poorly worded questions and provide partial truths that, on the surface, appear to be complete truths.
A poor denial, on the other hand, helps keep the allegation alive. A poor denial is a lost opportunity and offers evidence the allegation is true. If there are several allegations and the accused provides a good denial to one of the allegations but is silent on the others, the silence on the others is evidence the others may be true. When a suspect is accused of 3 larcenies and offers a good denial on just one, he just provided evidence he may have committed the other two. Poor denials usually hold some degree of truth, a partial truth. Partial truths are misleading and considered lies.

People want to tell the truth. Quoting from my book, “Getting the Truth:”

“Like water seeking it’s own level, the body relieves itself of stress, seeking calmness. The greatest stress reliever known to man is truth telling. It’s a relief valve, a bloodletting, a purging. Nature demands it in order to begin the rebuilding process.”

Take a look at these famous “Rogues Gallery” of stand-alone denials. Can you identify the good denials? Hint – there is but one.

1. “I unequivocally and without any reservations totally deny all the allegations about sexual contact.” Alan Dershowicz 2015
2. “I am absolutely, 100% not guilty.” OJ Simpson (at his arraignment)
3. “She was not choked. She was not punched.” Pastor Dollar 6/10/12
4. “I could never hurt Susan or my sons.” Josh Powell
5. “I’ve said it for 7 years – I haven’t doped” Lance Armstrong
6. “I’m not a murderer.” Amanda Knox 4/30/2013
7. “I have never sexually harassed anyone, let’s say that, .....” Herman Cain, 2011
8. "I'm very comfortable saying nobody did it as far as I know." Tom Brady 2015
10. “In my heart, I know I did not do these alleged disgusting acts.” Jerry Sandusky 2012
11. "As far as the allegations of CIA hacking into Senate computers -- nothing could be further from the truth." CIA Director John Brennan 2014
12. “Anyone who knows me, or who worked with me, would know that I wouldn't, and more importantly that I didn't, do anything to damage the Milly Dowler investigation.” Andy Coulson 2012

All but one of these are poor denials. Here’s why:

1. “I unequivocally and without any reservations totally deny all the allegations about sexual contact,” he said.” Alan Dershowicz 2015

This is a denial statement, not a denial. He doesn’t tell us he didn’t do it. He is simply issuing a denial statement. A denial for Mr. Dershowicz would look something like, “I didn’t have sexual contact with the accuser.” Be careful with denial statements. Saying, “I deny .....” is not the same as “I didn’t do it.” Denial statements are not denials.

2. “I am absolutely, 100% not guilty.” OJ Simpson (at his arraignment on the criminal charges of murder).

This is a good denial (albeit quasi-good). He is 100% not guilty at this point in the
criminal justice system – all accused are not guilty until proven guilty beyond a reasonable doubt.

3. “She was not choked. She was not punched.” Pastor Dollar 6/10/12
Pastor Dollar doesn’t say who didn’t choke her or who didn’t punch her. A good denial would have been, “I didn’t choke her. I didn’t punch her.” Since he did not, this is not a good denial.

4. “I could never hurt Susan or my sons.” Josh Powell
“I could never …” is a statement about the future, not the past.

5. “I’ve said it for 7 years – I haven’t doped” Lance Armstrong
He’s simply saying he said it, which he did. He doesn’t simply say, “I haven’t doped.” The introduction makes this a poor denial.

6. “I’m not a murderer.” Amanda Knox 4/30/2013
The word “murderer” is subject to many interpretations. Therefore, it is not “mutually understood.” Does “murderer” mean someone convicted by what she feels was an improper forum? I think not. While this may well be a truthful denial, because of the possibly misunderstood word we cannot rely on it.

7. “I have never sexually harassed anyone, let’s say that, …..” Herman Cain, 2011
The trailing introduction, one I call a retroactive introduction, “….. let’s say that ..” makes this a poor denial. When we see “I can tell you this …,” or “I feel comfortable telling you this …,” or “I can say …,” we cannot rely on what follows. Since they are stating what they are telling us they will tell us, they’re telling the truth.

8. "I'm very comfortable saying nobody did it as far as I know." Tom Brady 2015
Again, “saying …” is a giveaway. He could have said, “Nobody did it,” without any qualifiers. The fact he didn’t makes this a poor denial. An additional qualifier is the, “ … as far as I know.”

He never denies killing the man. He could have said, “I didn’t kill him.”

10. “In my heart, I know I did not do these alleged disgusting acts.” Jerry Sandusky 2012
Look at all the qualifiers, “In my heart, …” and, “…I know.” These qualifiers make this a poor denial. He could have simply said, “I did not do these alleged disgusting acts.”

11. "As far as the allegations of CIA hacking into Senate computers -- nothing could be further from the truth.” CIA Director John Brennan 2014
The CIA Director never denied the allegation of hacking into the Senate computers. About a month later, he issued an apology: “The Director subsequently informed the SSCI Chairman and Vice Chairman of the findings and apologized to them for such actions by CIA officers as described in the OIG report.”
12. “Anyone who knows me, or who worked with me, would know that I wouldn't, and more importantly that I didn't, do anything to damage the Milly Dowler investigation.”

Andy Coulson 2012

Because of all the qualifiers, “…knows me …,” “…would know …,” “… that I wouldn’t,” this is a poor denial. The good denial would be, “I didn’t do anything to damage the Milly Dowler investigation.”

Poor denials are structured by the deceptive to lead you to believe they are saying one thing, when, in fact, they are on the record saying something else. Mr. Dershowicz wants you to believe he did not have sexual contact with the accuser without saying it. The same applies to all the rest, Pastor Dollar, Lance Armstrong, Herman Cain, etc.

When getting the truth, one needs to look both at what is said and isn’t. Both are important, but what isn’t said can be most important. You can often identify poor denials by what isn’t said. Let’s look at Toronto Mayor Rob Ford’s denial in 2013:

“I do not use crack cocaine, nor am I an addict of crack cocaine.” Notice this is the present tense, not the past tense. Present tense is only a snapshot, a millisecond. He says nothing about the past, which tells the whole story.

Let’s look at this denial. This was in a written statement from 1 of 10 tellers who were all suspects in an investigation into missing money. Is this a good denial?

---

I am an honest person. I would never, will never get a penny from anybody that does not belong to me. This is totally against my principals and my family principles. I don’t take cash even from my husband’s wallet without telling him. This is totally a nonsense situation. Everybody who knows me know I am a reliable and honest person.

---

No. Notice she doesn’t deny she took the money. If they don’t deny it, they probably did it. The absence of a denial can be evidence the allegation is true. Truthful people want to tell the truth – will tell the truth. A truthful denial will be simple, direct, and precise. There will be no misunderstood words and it will stand-alone.

Good denials use the pronoun “I.” The denial, “I didn’t do it,” is a good denial on its face (only if we all know what “it” is). The pronoun “I” requires unique, personal accountability, and responsibility. No one else did the act when “I” is used. So, look for
the “I” in a good denial. Just because the “I” is used, however, doesn’t make it a good one. Just look at Mayor Ford’s poor denial for example.

Let’s look closer at the Andy Coulson denial to provide further context for analyzing his denial. In 2012, the British Government accused Andy Coulson and Rebeka Brooks of phone hacking while both worked for the “News of World,” a publication owned by Robert Murdock. Prime Minister David Cameron had hired Coulson as his Director of Communications following Coulson’s stint as editor of “News of the World.” Let’s look at Coulson’s denial as provided by The Guardian on 7/24/2012:

Coulson gave a short statement outside his south London home, saying he would "fight these allegations", and added that he never had done anything to harm the Milly Dowler investigation.

He said: "I am extremely disappointed by the CPS decision today. I will fight these allegations when they eventually get to court. Anyone who knows me, or who worked with me, would know that I wouldn't, and more importantly that I didn't, do anything to damage the Milly Dowler investigation. At the News of the World we worked on behalf of the victims of crime, particularly violent crime, and the idea that I would sit in my office dreaming up schemes to undermine investigations is simply untrue."

Is this a good denial? Again, no. In short, he never tells us he didn’t do it. Instead he says, “Anyone who knows me, or worked with me, ..would know that I wouldn’t, and more importantly, that I didn’t …” This sounds eerily similar to CIA Director John Brennan’s denial. Are you seeing some patterns?

And further, good denials often have a contraction. Lying is more stressful than telling the truth. I, therefore, look for contractions in good denials because the contraction can be an indication of less formality, less stress. So, the denial, “I did not do it,” is good, but not as good as, “I didn’t do it.” Be careful, though, there are no absolute rules.

Good denials are simple, specific, and direct, contain only mutually understood words, use the personal pronoun “I,” and clearly deny the allegation. Good denials stand-alone. They are simple and void of unnecessary words. The truthful person simply wants to tell the truth. That’s why, “I didn’t do it,” as long as everyone knows exactly what “it” is, typically is a good denial. As always, we never rely solely on the denial – we want to accumulate all the evidence necessary to prove or disprove the allegation. A good denial is evidence the allegation is not true.

The deceptive person wants you to believe they are telling you the complete truth. Their objective is to get you to believe one thing, while on the record saying something else. They will give you partial truths to make you believe you are receiving the complete truth. Poor denials often look good on the surface but don’t hold up to the tests of a good denial. Remember Lance Armstrong’s denial, “I’ve said it for 7 years – I haven’t doped.”
It takes practice and knowledge to be able to consistently identify good denials. Reading this article is a good first step. Learn these principles and you’re well on your way to becoming a better investigator, a better executive, a better decision-maker.