

HOW TO EXTRACT THE TRUTH OUT OF ANYONE

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INTRODUCTION

In interviews, candidates want to impress you — not expose their flaws.

Your job as a leader is to see through the performance and uncover who they really are. That truth determines whether you're hiring the right person or the right actor.

This guide teaches **The Bluff Technique**, a proven way to reveal real intentions, genuine behavior, and hidden red flags.

WHY TRUTH IS HARD TO SPOT

Most candidates don't lie — they adapt.

They tell you what they think you want to hear because:

- They want the job.
- They fear saying the wrong thing.
- They don't fully trust you yet.

That's why surface-level questions don't work — everyone gives the same "right" answer.

THE BLUFF TECHNIQUE

The Bluff Technique uses a fake choice to reveal real intent. It's built on psychology: people show their true values when they believe they have a choice.

A bluff is a controlled, believable scenario that exposes genuine reactions instead of rehearsed ones.

This method helps reveal:

- Authentic motivation
- Work ethic and priorities
- Cultural alignment

HOW TO USE THE BLUFF TECHNIQUE

Step 1 – Define your non-negotiable.

Know what truly matters (e.g., weekend work, travel, extra hours).

Step 2 – Create a believable alternative.

Make up a second "option" that sounds easier but doesn't exist.

Step 3 – Stay neutral.

Present both choices evenly. Don't hint at which answer you want.

Step 4 – Watch the reaction.

It's not what they say, it's how they say it.

✔ Confident and decisive = genuine alignment.

▶ Hesitation or justification = mismatch.

Step 5 – Record what you see.

Take notes right after the interview. Over time, patterns will sharpen your instinct.

ETHICS & INTENT

The bluff isn't manipulation, it's leadership. It helps you see behavior, not performance. Used ethically, it protects your business from costly mis-hires.

APPLYING THIS IN YOUR TEAM

- Train hiring managers to use bluff questions in screenings.
- Add truth-testing steps to your interview SOP.
- Debrief after each interview and document behavioral patterns.

Over time, you'll build a sharper, more accurate sense of who truly belongs on your team.

CONCLUSION

Great hiring isn't about catching lies, it's about revealing truth. When you learn to see beyond performance, you'll build stronger, more aligned teams that drive your business forward.

Build your business on truth, not guesswork — partner with CPG today.

