



**TRANSPARENCY**  
**TASK FORCE**



DETECTING WRITTEN & VERBAL DECEPTION

# STARTING SOON

[www.truth-unlocked.com](http://www.truth-unlocked.com)

[enquiries@truth-unlocked.com](mailto:enquiries@truth-unlocked.com)

Member



**International  
Association for  
Forensic & Legal  
Linguistics**



Truth Unlocked





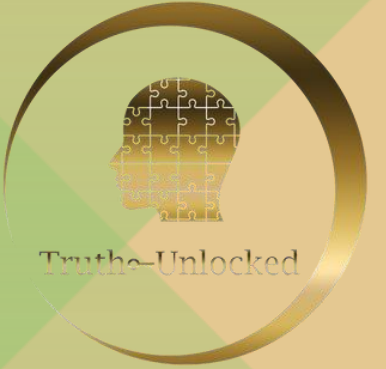
**Many people don't  
realise**

**Liars RARELY LIE**



Deception is 90% +

by **OMISSION**

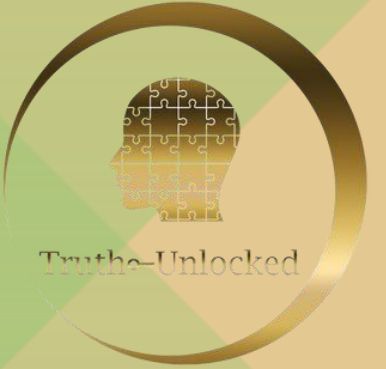


**IF**

**THEY**

**DON'T LIE**

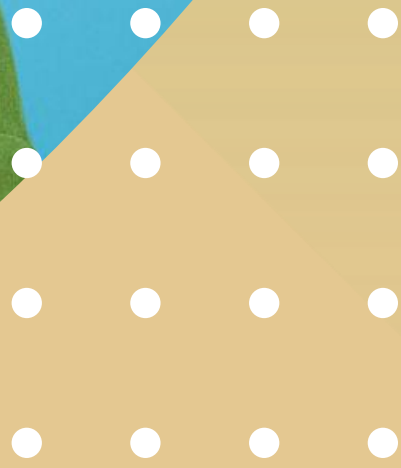




**...AND**

**DON'T SAY**

**ANYTHING**





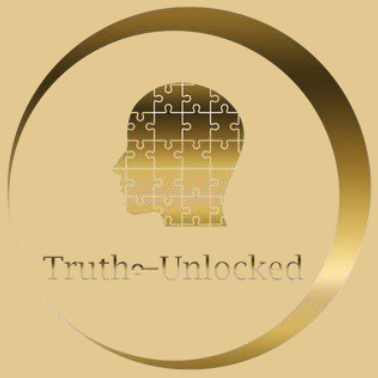
**HOW**

**CAN WE TELL  
THEY ARE**

**LYING**







Just because you can't see  
something, doesn't mean it's not  
there.

— *Willard Wigan* —



# CASE: Missing Shannon Matthews



**Karen Matthews**  
**999 Emergency Call**



# CASE: Missing Shannon Matthews



**Karen Matthews**  
**999 Emergency Call**

*Operator:*  
**When did you last see her?**



# CASE: Missing Shannon Matthews



**Karen Matthews**  
**999 Emergency Call**

**Operator:**  
**When did you last see her?**

**Karen Matthews:**  
**"She went to school this morning"**



# THE ANSWERS WERE ALL IN THE 999 CALL...

# SEARCH & INVESTIGATION COST: £3.2 MILLION



- Does not answer the question.
- No personal pronoun usage.
- No sensory language
- No use of daughter's name.
- No urgency in language.
- No call for help.
- No concern for danger.



- Shannon was later found alive, harboured by uncle.
- Suspected that Karen wanted money from donations like the McCanns.
- Partner (pictured) later jailed for possession of child pornography

Question:

**What is the  
Purpose  
of an  
Emergency  
Call ?**



# Question:

**What is the Purpose of an Emergency Call ?**



- 1. To *Get Help.***
- 2. Tell *What* Help Is Needed.**
- 3. *Where* the help is needed.**





# Case: Emergency Call

**Emergency Operator:**

**What's the problem today?**

**Shannon Price:**

**“Uhm, uhm, I just found my.....I had my husband go make me some food downstairs. He just got home. I heard this big bang. I went downstairs. Blood everywhere. Uh, I don't, I don't know if he's ok. I'm not down there right now because I have seizures. If I get stressed out I'm gonna seize.”**

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**Emergency Operator:**  
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**1.To *Get Help.***

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**Emergency Operator:**  
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**2. Tell *What*  
Help Is Needed.**

# Case: Emergency Call

**Emergency Operator:**  
**What's the problem today?**

**Shannon Price:**

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***3. Where the help is needed.***

# Case: Emergency Call

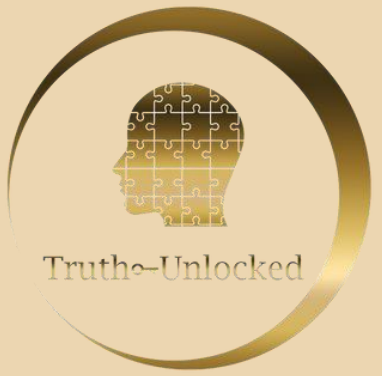
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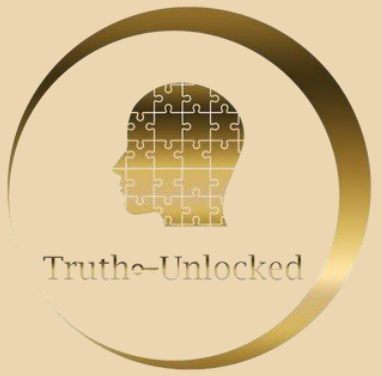
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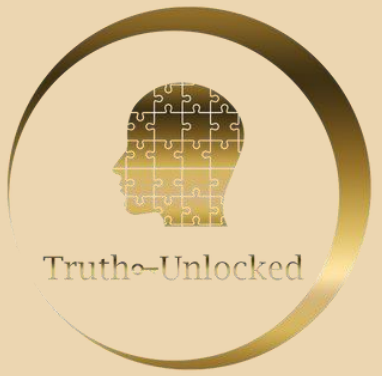


**Tell us who they are.**

**Tell us what they know and  
remember.**

**Tell us what they did.**

Question: What is the *Purpose* of a Statement ?



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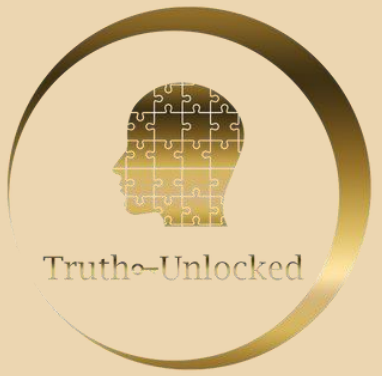
**Tell us what they did**

**Case: Corporate Theft**

**"I am not the kind of person who would normally steal or spend company money. I do not remember how much I may have taken but it was not more than £3,000. I did not borrow it more than one time."**



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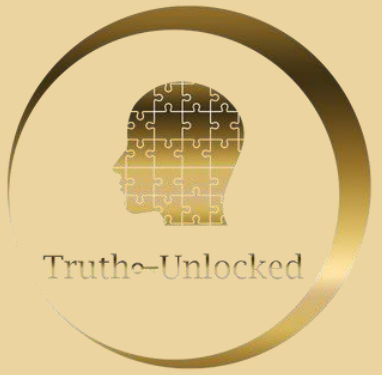
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**Case: Corporate Theft**

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# The 'Normal' Factor

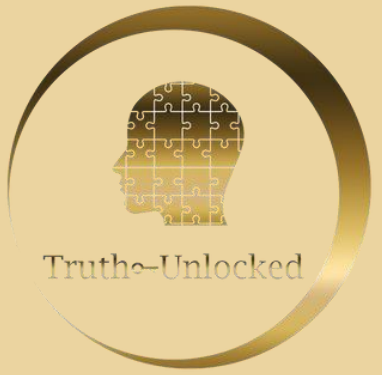


## Case: Missing Wife

Husband:

**"I decided to go for a run, which I normally do. I usually go to the lake that is very close to us"**

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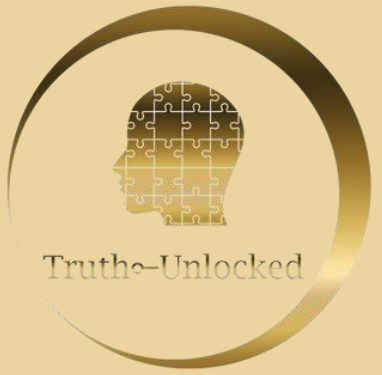


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## Case: Missing Wife

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# What is a Reliable Denial



A Reliable Denial Has Three  
Components:

- **‘I’ (taking personal possession of the denial).**
- 2. Didn’t or did not.**
- 3. The precise allegation.**



**“I didn’t transfer the money from the client account.”**

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**“Didn't transfer the money from the client account.”**



**“I never transferred the money from the client  
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“Didn’t transfer the money from the client account.”



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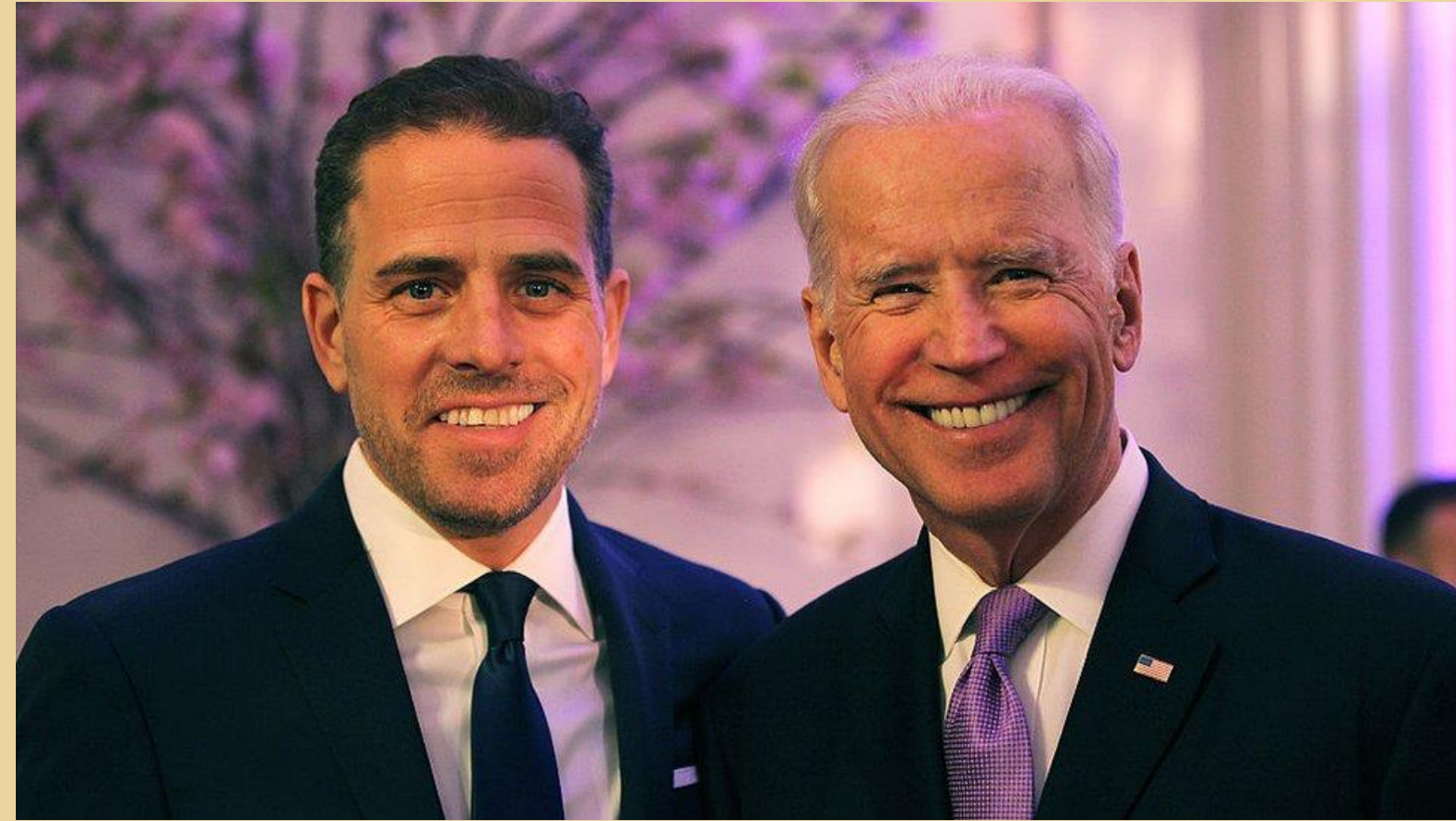
“I *would never* transfer the money from the client  
account.”

# The Power of Pronouns



**Pronouns:**

*I, we, he, she, they, us*



## Case: Hunter Biden Alleged Sexting

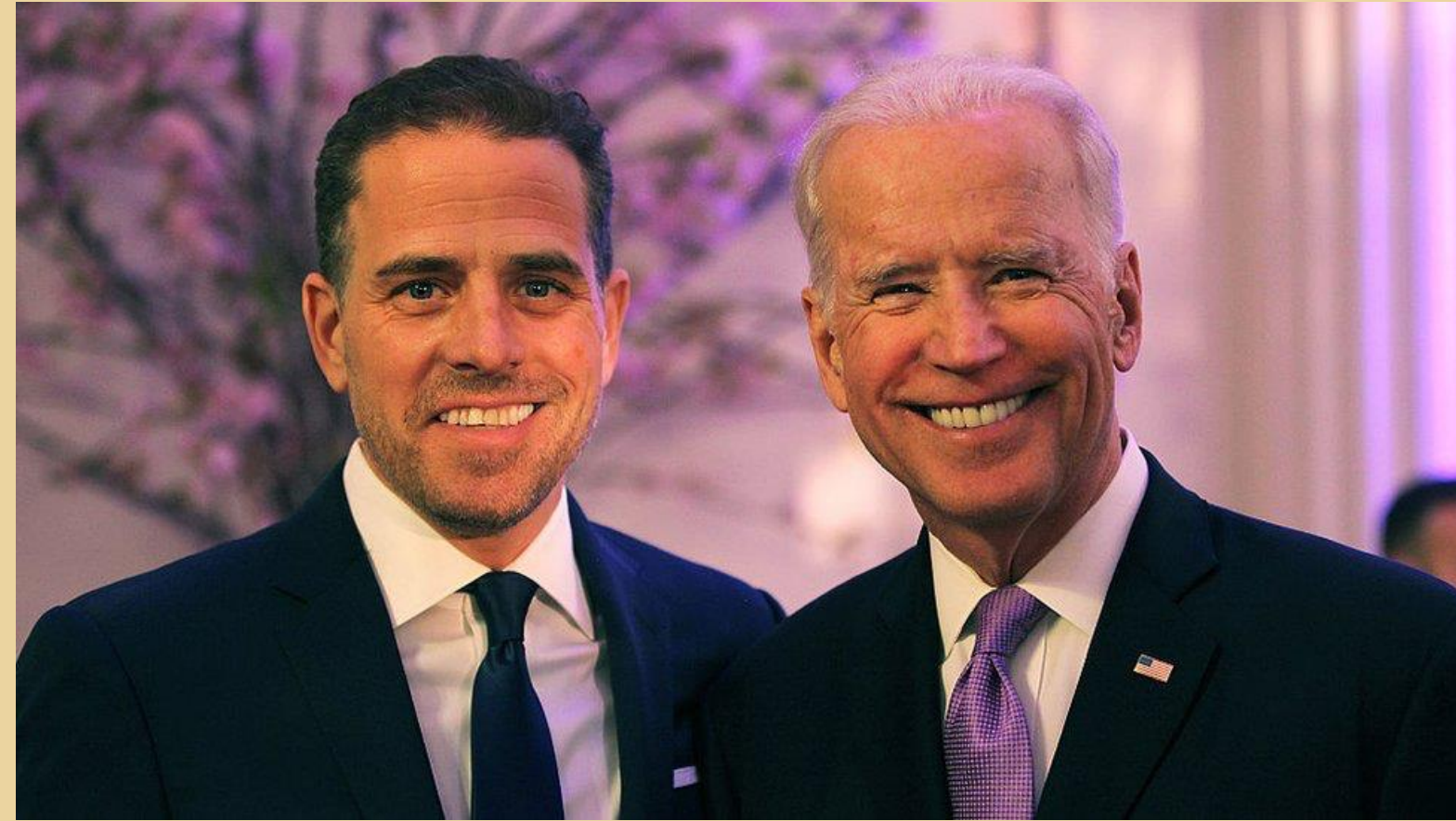
**"I've absolutely no comment. I couldn't care less. I haven't even looked at it. They must have hacked my phone. Anything that is a revealing picture is between Mindy & me. I really don't want to start my day off this way. Definitely didn't post it anywhere."**

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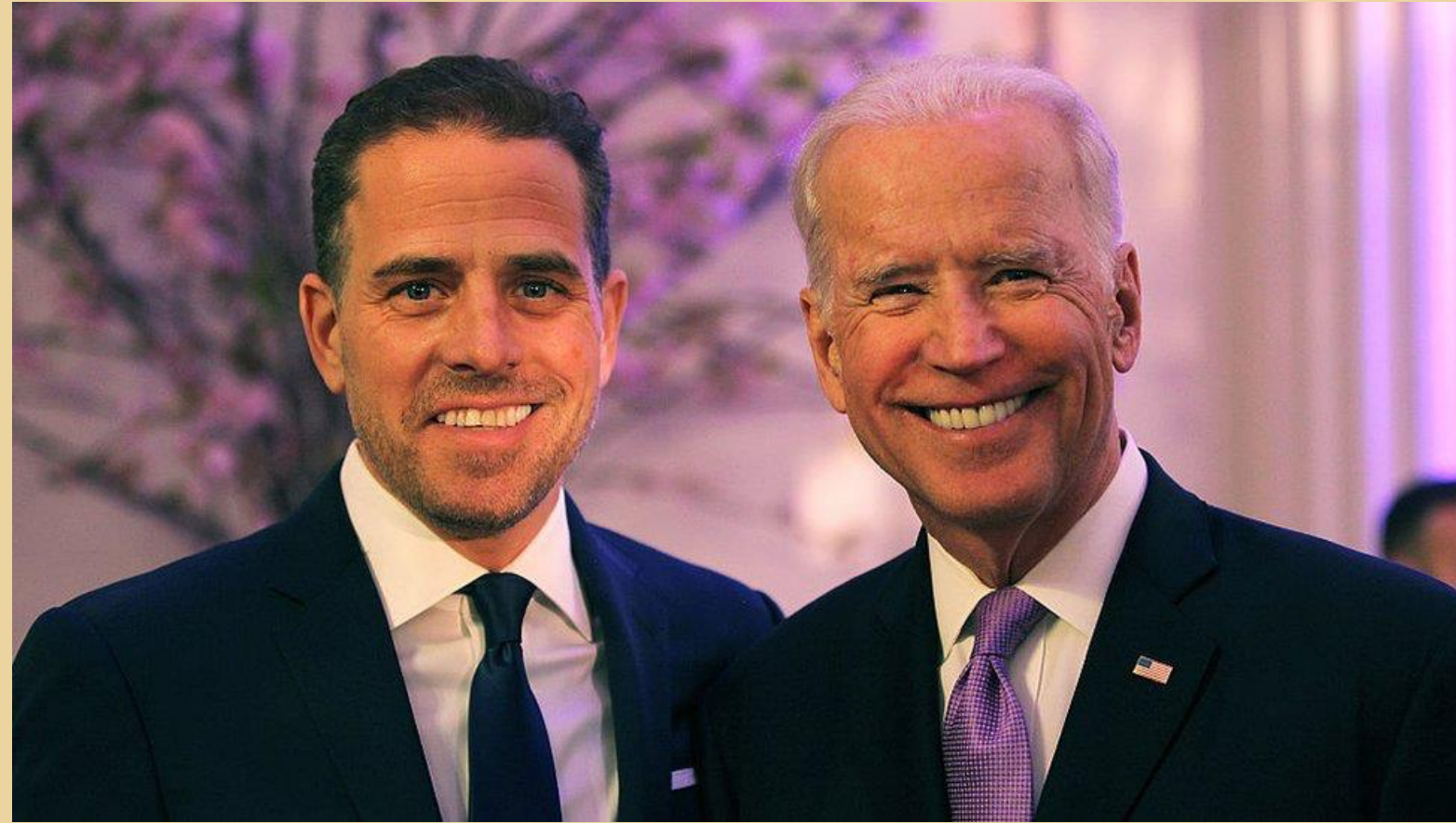
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# Distancing Language



**“I did not have sexual relations with that woman, Ms Lewinsky.”**



# Distancing Language



“I did not have **sexual relations** with *that* woman, **Ms Lewinsky.**”



# Tesco Annual Report Analysis

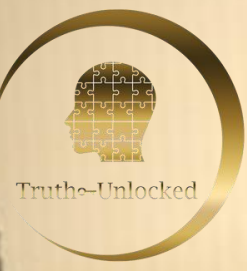
## Social Introductions



Laurie McLlwee,  
CFO



Philip Clarke, CEO





# Tesco Annual Report Analysis

## Social Introductions

“Phil”



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## Tesco Annual Report Analysis

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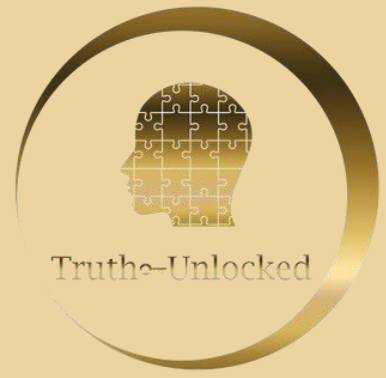
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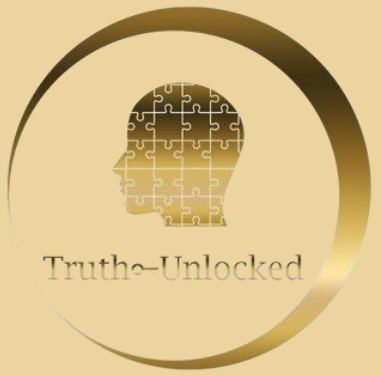


# What Is On Our Mind Comes Out In Our Language



Kerrplunk

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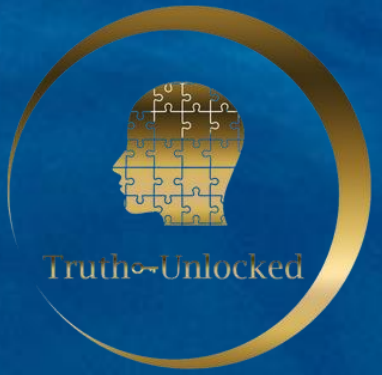


## Case: Missing Daughter

Stepfather:

***"Contrary to rumours floating around out there I am helping."***

# What Is On Our Mind Comes Out In Our Language



## Case: Missing Daughter

Stepfather:

*"Contrary to rumours **floating** around out there I am helping."*



# What Is On Our Mind Comes Out In Our Language



## Case: Emergency Call

**Operator**

:

**What's the emergency?**

**Caller**

: **"He woke up in a cough and starting, like, uh choking out."**

# What Is On Our Mind Comes Out In Our Language



## Case: Emergency Call

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**The caller choked the  
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# What Is On Our Mind Comes Out In Our Language



## Case: Emergency Call

2

**Operator**

:

**Ok, will you try CPR?**

**Caller**

:

**"I'll take a stab at it."**

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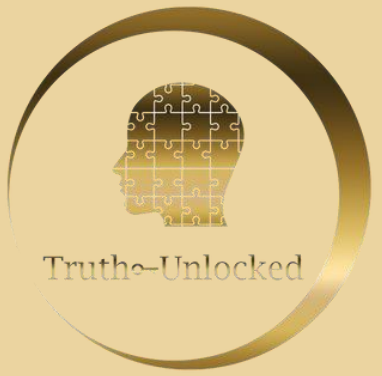
## Case: Missing Wife & Children

Husband

**Last night, I wanted that knock on the door.**

**I wanted to see, I wanted to see those kids run in, run in and just barrel rush me and knock me on the ground.”**

# What Is On Our Mind Comes Out In Our Language



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# What Is On Our Mind Comes Out In Our Language



## Case: Missing Wife & Children



Chris Watts



Just because you can't see  
something, doesn't mean it's not  
there.





**What You SAY tells us what you  
SEE**

**What You SEE tells us what you THINK**

**What you THINK tells us who you  
ARE**



**Truth**  
**Unlocked**  
*Hear with Precision.*  
**Read with Precision.**  
**See Precisely...**

*TRAINING & ANALYSIS*  
*enquiries@truth-unlocked.com*





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TASK FORCE



Truths-Unlocked



“When eyes say one thing and the tongue another, a practiced man relies on the language of the first.”

**Emerson**



“All our knowledge has its origins in our perceptions.”

**Leonardo DaVinci**



“Verify the meaning of words and you will save mankind from half of their delusions.”

**Rene Descartes**



“The same words conceal and declare the thoughts of men.”

**Alfred, Lord Tennyson**



Thank  
You!!



“Speech is the mirror of the mind. Where the speech is corrupted, the mind is also.”

**Seneca**



“To tell a falsehood is like a cut of the sabre, for though the wound may heal, the scar of it will remain.”

**Sa'di**



“The beginning of wisdom is the definition of terms.”

**Socrates**



“What weighs heavy on the heart, comes out of the mouth.”

**Matthew 15:18**



**TRANSPARENCY**  
TASK FORCE



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Any  
Questions?



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Truths-Unlocked



**TRANSPARENCY**  
TASK FORCE



Criminal Interview Analysis  
Human Resources Analysis  
Journalist & Media Case Analysis  
Investigative Analysis

# Paul Maillardet

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