How to Spot

Misrepresentation. Distorting facts to consciously mislead or create a false impression, spinning the truth, presenting opinion as fact, and using revisionist thinking or euphemisms to masquerade the truth are all forms of misrepresentation.

Omission. Leaving out key information to intentionally deceive someone. As Benjamin Franklin said, "Half the truth is often a great lie."

Fabrication. Deliberately inventing an untruth or spreading a falsehood such as gossip or a rumor.

Exaggeration. Stretching the truth to give a more favorable impression.

Denial. Refusing to acknowledge the truth or to accept responsibility for a mistake or falsehood that was made.

Lack of transparency. Withholding information knowing that full disclosure will have negative consequences.

Redirection. Deflecting blame to another person to prevent personal embarrassment or responsibility.

False recognition. Stealing the credit for someone else's hard-earned success.

Broken Promise. Making a promise with no intention of keeping it.

Cover-up. Protecting the misdeeds of others. Those who provide cover for the misdeeds of others are as guilty as those who perpetrate the crime.

Hypocrisy. Saying one thing and consciously doing another. When words don't match actions, someone is being dishonest with others or themselves.

Bait and switch. Attracting someone with an exciting offer only to divert them to an inferior deal.

Living a lie. Pretending that you are something you're not.

