



ConfidentCommunicator.com

Learn to speak honestly, respectfully,
persuasively, when it matters.

AVOID THE 4 D'S

DEMANDS, DESERVE, DIAGNOSIS,
AND DENIAL OF RESPONSIBILITY



OUR WORDS CAN UNITE OR DISCONNECT US.

When we use the language of Demands, Deserve, Diagnosis, and Denial of Responsibility, we are less likely to inspire compassion, cooperation, or connection.*



**Adapted from the teachings of Dr. Marshall Rosenberg.*

TRY THIS...

Take a moment to identify which of the 4D's are at work in the statements to follow, and you'll then start noticing them coming out of your own mouth.



#1

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“You need to get this report to the client by Friday morning.”



#1

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“You need to get this report to the client by Friday morning.”

This demand could be restated as: “If you can get this report to the client by Friday, it will help build his trust in our ability to deliver.”



#2

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“They made me sit through that stupid two hour meeting.”



#2

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“They made me sit through that stupid two hour meeting.”

This is denial of responsibility. All thoughts, feelings, and actions are a choice. Yes, choices have consequences, but no one controls your emotions but you.

It could be restated as: “I sat through that 2 hour meeting because I wanted my boss to know I was a team player.”



#3

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“Whoever made him Vice President was an idiot.”



#3

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“Whoever made him Vice President was an idiot.”

Wow, this one uses deserve language (he doesn't deserve to be VP) as well as diagnosis (idiot).

It could better inspire connection as: "I don't think it was a smart decision to make him Vice President because..."



#4

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“You are driving me crazy with all your questions!”



#4

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“You are driving me crazy with all your questions!”

Denial of responsibility, as no one else can be responsible for our emotions. True, others actions may trigger a reaction in us, but it's our thoughts and interpretations that create emotions.

The speaker could show more integrity by expressing their feelings and needs: “I am feeling irritated right now because I don't think I'm being supported.”



#5

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“He’s incompetent.”



#5

WHICH OF THE 4 D'S IS THIS?

(DEMAND, DESERVE, DIAGNOSIS, OR DENIAL OF RESPONSIBILITY)

“He’s incompetent.”

This one is a diagnosis, a form of judgement that creates division between people and teammates.

A more productive way to say this would be something like:
“He creates re-work for the team when he doesn’t clarify what he wants us to do.”





"It is self-defeating to
express our needs by
interpreting or
diagnosing other's
behavior."

-Dr. Marshall Rosenberg



The 4 D's

Demands, Deserve, Diagnosis, and
Denial of Responsibility.

Recognize and translate the 4D's to positively influence and motivate people, not by guilt or shame, but inspiration and connection.

For the rest of the day, watch for the 4D's in your language.

JOIN A WORKSHOP

**LEARN TO SPEAK HONESTLY,
RESPECTFULLY, PERSUASIVELY,
WHEN IT MATTERS.**

(GREAT FOR LEADERS & TEAMS)



ConfidentCommunicator.com

Training, Coaching & Practice for Leaders & Teams





"This workshop was an eye-opening experience, both personally and professionally. Extremely impactful. I will continue to draw upon the skills I learned for years to come."

Sarah H., Researcher
Chicago, IL



"After the workshop, I find that I am less reactive when communications don't go the way I expected. I reflect and think what I could have done differently."

-Jen C., EdD, Six Sigma Blackbelt
Raleigh, NC



"There's not much difference between me and the next coder when it comes to technical skills, but working on a team, these skills will make the difference."

-Paula M., Programmer
Washington, DC

