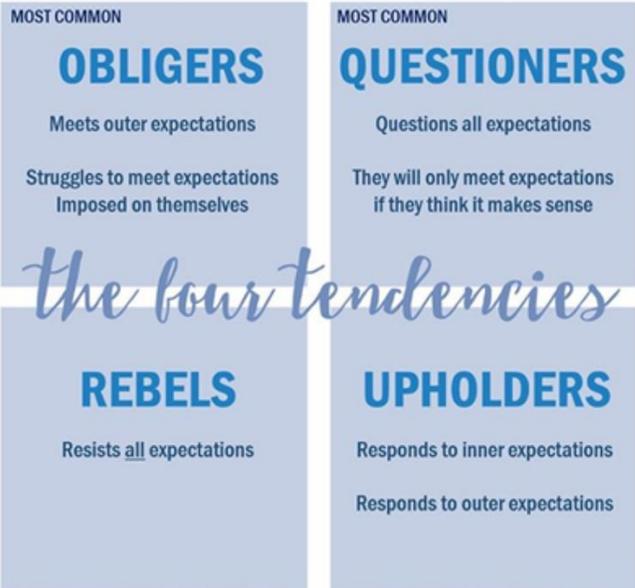


# BOOK BONUS

Gretchen Rubin's

# FOUR TENDENCIES



Therapy Tuesday

OBLIGERS	QUESTIONERS
Meets outer expectations	Questions all expectations
Struggles to meet expectations Imposed on themselves	They will only meet expectations if they think it makes sense
REBELS	UPHOLDERS
Resists <u>all</u> expectations	Responds to inner expectations
	Responds to outer expectations

*The ultimate elimination diet to attain optimal health and heal your body*

## FOUR TENDENCIES TO ACT

This guide discusses Gretchen Rubin's four tendencies and how knowing these tendencies helps us to understand why we act

[www.carnivorecure.com](http://www.carnivorecure.com)

**DISCLAIMER:** The content is for educational purposes only. While I am a nutritional therapy practitioner and provide nutritional support, I am not providing medical advice. Whenever you start a new diet or protocol, always first consult with your trusted practitioner.

## **Carnivore Cure Bonus**

Reference Chapter 13

### **GUIDE TO FOUR TENDENCIES**

#### **How are you motivated to act?**

As we know, it's critical to understand how we function (abstainers vs. moderators) so we can navigate situations in the way that works best for us. But what motivates us to act? What motivates others to act?

We all know that tough love doesn't work for everyone. So what gives?

Gretchen Rubin talks about personality types in her book, "The Four Tendencies." By knowing our tendencies and our motivations to act, we may be that much more successful in the goal we make for ourselves.

Scientists, psychologists, astrologists and every religion has tried to figure out how and what motivates us to act. Companies research activity trends and our buying patterns because it's the best way to advertise and capture buyers.

Obligers and Questioners are the most commonly found personality types. Obligers have a hard time being motivated intrinsically but are very motivated by outer expectations. Many of us that have negative relationships with food tend to be obligers because too often, we say yes to others. We want to say no, but we have a hard time saying no to outer expectations. We begrudgingly do even if we don't want to do it at the cost of ourselves. This is often why we turn to food. We use it to escape and to cope when we are mad because we didn't say no.

Many obligers fail at weight loss because they can't keep promises that are only to ourselves. So what is the best way to motivate obligers? We motivate by bets. By putting an outer expectation for an inner desire, we CAN do.



## WHAT MOTIVATES YOU? The Four Tendencies of Character

The infographic is a 2x2 grid of light blue boxes. The top-left box is for 'OBLIGERS', the top-right for 'QUESTIONERS', the bottom-left for 'REBELS', and the bottom-right for 'UPHOLDERS'. Each box lists characteristics and expectations. A central banner reads 'the four tendencies' in a cursive font. A vertical label 'Therapy Tuesday' is on the left, and a right-pointing arrow is on the right. Source and logo information are at the bottom.

Tendency	Characteristics
<b>OBLIGERS</b>	Meets outer expectations Struggles to meet expectations Imposed on themselves
<b>QUESTIONERS</b>	Questions all expectations They will only meet expectations if they think it makes sense
<b>REBELS</b>	Resists <u>all</u> expectations
<b>UPHOLDERS</b>	Responds to inner expectations Responds to outer expectations

Source: Rubin, Gretchen. 2013, *The Four Tendencies*. Broadway Books, New York, NY

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Questioners are the 2nd most common personality type, and they question everything. They won't act until they believe the reasoning is sound. If you want a questioner to be motivated, data and sound logic must be used to motivate them to act. They only meet outer expectations if it matches their inner expectations

Rebels and Upholders are less common. Rebels resist all expectations. If we place a "you have to," then the likelihood of a Rebel doing the "you have to" is slim. Rebels are difficult to sway, but by thoughtfully playing, "I bet you can't do this" tactics, they have a higher chance of being motivated. Rebels do not meet their outer or inner expectations. They do not like labels or rules.

Upholders are all about principles. They are the most reliable, "got it together" types. They are very successful, but they rarely have room for grey areas. They tend to always meet their inner and outer expectations. They are the perfect rule and principle followers. Since they are pretty regimented with their follow-through, they have difficulty understanding why others can't get things done.

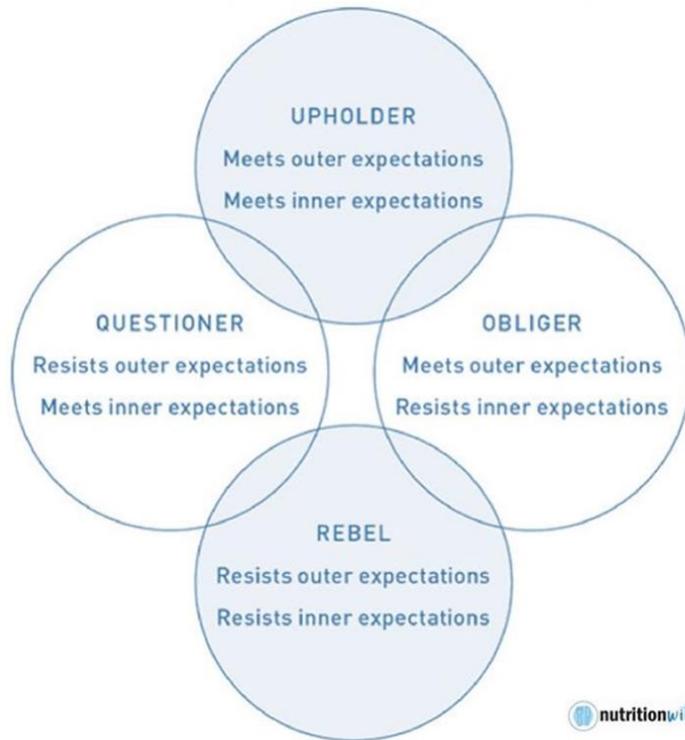
## An example

Let's walk through an example. Caleb wants Aiden to change the oil in the car. These responses are likely the best way to get Aiden motivated:

- *Caleb to Obliger Aiden:* "It would mean the world if you were to get the oil changed."
- *Caleb to Questioner Aiden:* "You should get the oil changed because it's been about 10,000 miles since the oil has been changed and the standard of care is about 7,000. If you don't change the oil, it can cause damage to the car and cause more significant issues."
- *Caleb to Rebel Aiden:* (it might just be easier for Caleb to get it done!) If you have time on the weekend, can you get the oil changed? Or maybe some other week?
- *Caleb to Upholder Aiden:* Can you get an oil change this weekend?

It's impossible to appeal to all four tendencies with one message. Thus, many advertisers pick advertisements geared towards obligers and questioners, as they make up majority of the tendencies.

Know your tendency and the tendency of the person you want to motivate. This can make all the difference in keeping new habits and finding lasting change.



## Take the test

You can take a brief test to see which tendency you fall into. Gretchen Rubin provides more details into each tendency after you take the quiz. You can take the quiz [here](#).

I also made a brief video explaining the tendencies. You can watch it [here](#).

In  and health,



*Judy Cho*

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