

GRETCHEN RUBIN'S FOUR TENDENCIES for Health-Care Professionals

UPHOLDERS

- They're self-directed, so for the most part will faithfully follow advice to take medication, exercise, improve their diet, etc.
- They may experience "tightening" where the rules get tighter until they're choking, so don't exaggerate health expectations.
- They embrace routines and schedules.

QUESTIONERS

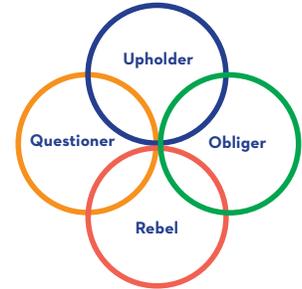
- They put a high value on reason, research, information, and efficiency.
- They meet health expectations only if convinced of the justification. Always explain why something should be done: "Take this medication at mealtimes; otherwise it can cause severe nausea"—not "Because I say so" or "This is always how we treat this condition."
- They will follow an "authority" only if they respect his or her expertise.
- They often like to customize, so they may not follow instructions as prescribed.
- Because Questioners give great weight to their own conclusions, they often resist following the advice of "experts," which can make them look like crackpots—"I read about how herbal remedies can cure cancer."
- They tend to enjoy monitoring their actions, which can be useful in health care.

OBLIGERS

- They require supervision, deadlines, and monitoring. Health-care professionals should ensure that crucial systems of accountability are in place.
- Obligers may fall into Obliger-rebellion if overwhelmed, which can cause them to resist health-related advice, such as changing diet and exercise.
- Obligers can often do for others what they can't do for themselves—"I couldn't quit drinking until my son was born, and then I quit overnight."

REBELS

- They can do anything they *want* to do; however, if someone asks or tells them to do something—such as "doctor's orders"—they're likely to resist.
- They can often be manipulated to act out of resistance: "My son says an old guy like me can't quit smoking? I'll show him!"
- They don't respond well to supervision, reminders, or directions, and they resist routines, schedules, and repetitive tasks; they always want to *choose*.
- They often resist the demands of their own condition—"I refuse to let diabetes control me, so I hardly ever check my blood sugar."
- To inspire a Rebel to act, it's most effective to appeal to their identity, or to use the framework of information-consequence-choice.



When dealing with a patient or health-care client, we can use **THE FOUR TENDENCIES** to help us understand other people's perspectives and why they act the way they do.

Learn more at
GretchenRubin.com

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Four Tendencies framework
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