



The Art of
**Ethical
Influence**

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Leadership is Influence, Nothing More, Nothing Less – John Maxwell



Influence – to move or impel (a person) to some action



Ethics – that branch of philosophy dealing with values relating to human conduct, with respect to the rightness and wrongness of certain actions and to the goodness or badness of the motives and ends of such actions

Ethical Influence – Using ethical concepts to move or impel action.
Ethical Influence can drive beliefs, not just action.



Why Ethical Influence?



project managers are



project managers are

project managers are **quizlet**

project managers are **useless**

project managers are **idiots**

project managers are **responsible for**

project managers are **overpaid**

project managers are **a waste of time**

executives are



executives are **sociopaths**

executives are **overpaid**

executives are **psychopaths**



 @RickAMorris



The Elevator Speech

- We Make Dreams Come True



If this is true, then....

- ..we should be attached to the dream, not the plan
- ..we become judged on how we arrive at the destination
- ..but not how we grew through the journey





Dr. Cialdini – Power of Persuasion

5 decades of research shows 6 principles:

- Liking
- Reciprocity
- Social Proof
- Consistency
- Authority
- Scarcity





Tips for Influence

- Authenticity is Key! (Framing)
- Authenticity Connects! (Vulnerability)
- Coaching Instead of Telling (Mandated Dates)
- Think Outside of the Box (Negotiation)
- Respect is Gained on Difficult Ground





Connotation

- Be a success seeker, not a failure avoider
- It is Hope with Preparation, not Blind Faith
- Will vs. Want (Sisyphus)
- True Influence (Modeling Behavior)





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