



# The Art of **Ethical Influence**

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



- Pick any number between 1 and 10
- Double that number
- Add 8 to the number
- Divide the number by 2
- Subtract the number you started with
- Now select the letter that corresponds to your number (i.e. A=1, B=2, C=3, etc.)
- Now pick a country that starts with that letter.
- Take the next letter that comes after that letter and choose a typical zoo animal that starts with that letter
- Pick a logical color for that animal





# The Pick-Up Diary

HOW TO PICK UP WOMEN

Dec 26, 2018 - [how to make people laugh, routines, The Grey Elephants in Denmark Routine, Why Canned Openers & Routines](#) [No Comments](#)

## The Grey Elephants in Denmark Routine

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## 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





Why do we need influence?

- The Greatest Lie Ever Told
- Project Management Myths
- We Earned the Title!
- Everyone wants a strong project manager, until they get one







## 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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