# The Good, The Bad, and The Ugly: the Ethics of Influence and Persuasion

https://www.youtube.com/watch/V6yNgVVCAl8

before we get into the detail of techniques for influencing and persuading it's important to acknowledge that there is an ethical dimension to how we influence and how we persuade these techniques can be used for good or for ill the influencing skills that we will look at in this course are enormously powerful so it is important that you feel good about the way that you use them and that you use them with integrity however there are three approaches that you could take which i refer to as the good the bad and the ugly more accurately they're all about integrity coercion and manipulation let's start with the good using your influencing and persuading skills with integrity integrity is all about how well your words and your actions are aligned with one another it's clearly therefore related to things like honesty morality and ethics as a result integrity is in itself influential most people will want to do business with and be influenced by someone with integrity integrity will win you trust it will win you liking people like people with integrity and therefore as a minimum if people believe you have integrity they are more likely to entertain your points of view and your arguments and may therefore be influenced by them people may even be tempted to accept what you say as true without evaluating it for themselves not because they believe your arguments but because they believe in you therefore you can choose to use the techniques of influence and persuasion with integrity to put forward arguments that you know are in the interests of people around you and to be honest and candid when they're not however you can also use these techniques without integrity the first way is what i call the bad it's coercion because we do what we are forced to do if someone has a big enough stick and is prepared to use it then they can make us do or even believe almost anything whilst everyone can resist coercion up to a certain point we do all have a breaking point so coercion occurs wherever there's intimidation or the threat of violence compelling acquiescence can only ever be appropriate in the direst of emergencies if you know there is a fire and people don't have much time to escape it then telling people what to do and physically pushing them in the right direction of course is appropriate but outside those sorts of contingencies outside emergencies and possibly warfare is it ever appropriate to use coercion i don't think so and therefore this course will never consider it beyond this statement the other way to use the techniques of influence and persuasion without integrity is the ugly it's manipulation when your intention is to compel but you hide that intention behind the appearance of giving choice that is manipulation it's deceitful here are four examples that will illustrate different types of manipulation the first is using guilt or emotional blackmail if you don't help out on this one then chris and sam are going to have to stay late the second is appealing to their ego i've always thought that you are the smartest one here and i'm sure we'd have a much better chance if you did it the third is creating fear if you don't offer me that extra discount then i'll go online and tell everybody about how bad your company is and the fourth is playing on people's desire to be included to be liked or to be loved you surely wouldn't let us all down we wouldn't appreciate that if you don't use integrity in your dealings with other people they will come to distrust you they will come to see your attempts to influence them or to persuade them as nothing more than manipulation integrity on the other hand will always win you trust it'll make you respected and it will make you more influential and persuasive the difficulty here is finding the boundaries in some of the messy real world situations that we find ourselves in ultimately there's only one answer it's down to your choice