

# Influence and Honesty



## Module 5.1

NOV 2020 Version 2.0

# Influence and Honesty

## Objectives

- 5.1a Define and discuss influence and honesty as they relate to the CPO Creed.
- 5.1b Analyze and discuss the types of influence and how it relates to Chief Petty Officers leading and mentoring junior, peers, and senior personnel.
- 5.1c Analyze and discuss how honesty affects an individual's ability to influence others and how they relate to Chief Petty Officers leading and mentoring junior, peers, and senior personnel.
- 5.1d Discuss how influence and honesty impact the command, the mission, and the Navy and how they relate to the Chief Petty Officers.

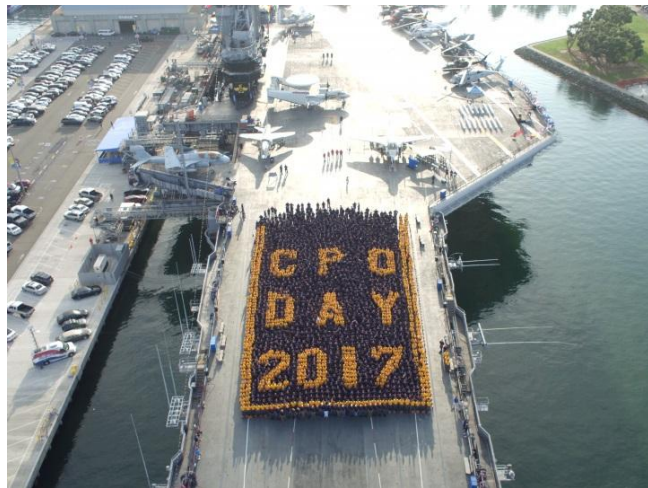
# Influence and Honesty

## Overview

- CPO Creed.
- Definition of types of influence and honesty.
- Analyze influence and honesty.
- Discuss importance of influence and honesty as they relate to Chief Petty Officers.

# Influence and Honesty

*...It is required that you be the fountain of wisdom, the ambassador of good will, the authority in personal relations as well as in technical applications. "Ask the Chief" is a household phrase in and out of the Navy. You are now the Chief. The exalted position you have achieved – and the word exalted is used advisedly – exists because of the service, character, and performance of the Chiefs before you. It shall exist only as long as you and your fellow Chiefs maintain these standards....*



CPO Pride Day onboard USS Midway

*CPO  
Creed*



CPO Stewart Hedley Pearl Harbor Survivor

**You Are Now The CHIEF!**

## Types of influence:

- **Compliance**
- **Identification**
- **Internalization**
- **Conformity**
- **Minority Influence**
- **Self-fulfilling prophecy**
- **Reactance**
- **Obedience**
- **Persuasion**
- **Psychological Manipulation**

# Influence and Honesty

## Influence definitions:

**Compliance** - going along with explicit requests made by others.

**Identification** - assimilates an aspect, property, or attribute of the model that other provides.

**Internalization** - acceptance of a set of norms established by people or groups.

**Conformity** - change in behavior, belief, or thinking to align with those of others or with normative standards.

**Minority Influence** - when a majority is influenced to accept the beliefs or behaviors of a minority.

## Influence definitions (cont):

**Self-fulfilling prophecy** - a prediction that directly or indirectly causes itself to become true due to positive feedback between belief and behavior.

**Reactance** - the adoption of a view contrary to the view that a person is being pressured to accept.

**Obedience** - giving in to the commands of an authority.

**Persuasion** - the process of guiding oneself or another toward the adoption of an attitude by rational or symbolic means.

**Psychological Manipulation** - aims to change the behavior or perception of others through abusive, deceptive, or underhanded tactics.

## Honesty <sup>(n)</sup> definition

Fairness and straightforwardness of conduct.  
Truthfulness, frankness

## Honest <sup>(adj)</sup> definition

Free from fraud or deception. Legitimate, truthful

“The exalted position you have now achieved – and the word exalted is used advisedly – exists because of the attitude and performance of the Chiefs before you. “



## Importance of honesty:

- Good order and discipline
- Trust
- Perceptions
- Fairness
- Equal opportunity for everyone
- Able to lead (respect)
- Teamwork

## Command, Mission, and Navy Impact:

- Good order and discipline
- Moral
- Organizational culture
- Trust
- Motivation
- Performance

## Summary

- CPO Creed.
- Definition of types of influence and honesty.
- Analyze influence and honesty.
- Discuss importance of influence and honesty as they relate to Chief Petty Officers.

Positive or Negative, **Chiefs influence everyone** around them!