Leadership & Ethics for Managers

**Influence Processes**

I have been encouraged by a colleague to write a brief article about "CEOs and presidents" for a management journal. I have decided to compare the leadership styles of three leaders: Andrea Jung, Indra Nooyi, and Brenda Barnes.

I need to write a 6 page document via Word that elaborates on the following:

•An introduction to the concept of influence processes

•A summary of the various types of influence processes and the factors that can affect them

•An analysis of the processes used by the three leaders: Andrea Jung, Indra Nooyi, and Brenda Barnes. Identify the processes that the leaders and top management team (TMT) are using to impact the organization.

Use the table below to organize your answers (you can copy the table from this browser window and paste it into your Word document). Please enter into each cell in the table how that leader is using that particular influence method (if applicable).

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| Influence Method  |  Andrea Jung  |  Indra Nooyi  |  Brenda Barnes |
| Direct decisions   |   |   |  |
|  Allocation of resources    |  |  |  |
| Reward system    |  |  |  |
|  Selection and promotion of other leaders    |  |  |  |
|  Role modeling  |  |  |  |

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**Objective:** The Objective here includes the following:

1. Analyze the various leader, follower, cultural, and situational characteristics that contribute to leadership.

2. Discuss and explain when and why participation should be used to improve leadership effectiveness.

3. Compare and contrast leadership and management, and understand their similarities and differences as well as the ethical challenges that managers face.

4. Apply ethical reasoning skills and ethical theories to business situations.

5. Use effective communication techniques.

6. Apply critical thinking skills to analyze business situations.