

Course Two: Ethical and Influential Leadership



Ethical Leadership: Helping Good People Do Good Things

Geoffrey Tumlin, President, On-Demand Leadership

Ethical leaders bring out the best in others, especially under conditions of stress and change. The leaders we admire—throughout history and from our own lives—have a remarkable ability to inspire when the chips are down and the situation seems dire. Although ethical decision leadership isn't easy, there are straightforward strategies that leaders at all levels can learn to bring out the very best in others. Most people desperately want to do the right thing and live the kind of life that enables them to sleep soundly at night. A few enduring ethical strategies can help everyone around you do good, better.

Geoffrey Tumlin is the President of On-Demand Leadership and is the author of *Stop Talking, Start Communicating*, published by McGraw-Hill. Geoffrey's writing and ideas on leadership and communication have appeared in *Fast Company*, *Inc.com*, *Fortune.com*, *CNNMoney*, *Investor's Business Daily*, *Fox Business*, the *Chicago Tribune*, the *Los Angeles Times*, and hundreds of other media outlets and scholarly publications. He received the Eyes of Texas Excellence Award in December 2010 for his work as Assistant Director of the Center for Ethical Leadership at the University of Texas at Austin. Geoffrey earned a PhD and an MA from the University of Texas at Austin, and a BS from the United States Military Academy at West Point. Following his graduation from West Point, Geoffrey served as an infantry officer in the Wolfhound Regiment of the 25th Infantry Division at Schofield Barracks, Hawaii.

Geoffrey has taught thousands of people about communication and leadership, and has consulted with some of the most prestigious organizations in the world, including Shell Oil, Wyeth Pharmaceuticals, the Boston Scientific Corporation, Baylor, Scott and White, Hibernia National Bank (now Capital One Bank), Blue Star Management (owned by the Dallas Cowboys), the Houston Grand Opera, and the Honolulu Police Department.