



In collaboration with



Introduction: Ethics, Authority, and Leading with Integrity

Whether we're coaching, supervising, or leading organisations, our influence carries weight — and with that comes responsibility. Ethical decision-making isn't just about following rules; it's about aligning choices with our purpose, values, and principles while understanding the dynamics of authority (both the healthy and unhealthy forms).

The four videos below offer a rich mix of frameworks, psychological insights, and practical steps to help you navigate ethical questions and strengthen personal authority. Together, they encourage thoughtful reflection on how we lead, how we decide, and how we uphold integrity in everyday practice.

1. Ethical Decision Making

A clear overview of what ethical decision-making involves, highlighting how choices are shaped by context, values, and competing priorities. The video outlines common ethical dilemmas and introduces structured approaches to resolving them. Ideal for discussions in coaching ethics, supervision, or leadership development.

2. Purpose, Values, Principles – An Ethics Framework

This video breaks down an accessible three-part framework for making sound ethical choices:

- **Purpose** — your “why”
 - **Values** — what matters most
 - **Principles** — the non-negotiables guiding behaviour
- It shows how aligning these elements provides clarity in complex situations and supports consistent, value-led action.

3. Obedience to Authority | Concepts Unwrapped

A psychologically grounded exploration of why people obey authority figures — even when it conflicts with their own judgement. Drawing on well-known studies, it reveals how power, social pressure, and perceived legitimacy shape behaviour. This is particularly useful when working with clients on boundaries, confidence, and ethical courage.

4. Increase Your Personal Authority – 7 Steps to Follow Today

A practical, actionable guide to building healthy personal authority. The video outlines seven steps that strengthen presence, clarity, credibility, and influence — without tipping into forcefulness. It's a great tool for coaches supporting clients with confidence, leadership identity, or imposter syndrome.