

Episode 47 – Becoming a Charismatic Leader

“When you put together deep knowledge about a subject that intensely matters to you, charisma happens. You gain courage to share your passion, and when you do that, folks follow.”

— Jerry Porras

Think about a leader you know who alive or dead who has demonstrated charisma. They are the leader who is described as having an “aura” or a presence. They are that person who walks into a room that grants people’s attention.

Who is that person?

You suddenly become curious as they light up the room with their presence. Some historical leaders that have been described as having charisma are individuals like John F. Kennedy, Gandhi, Princess Diana, Mother Teresa, Oprah, Martin Luther King Jr., and Winston Churchill. You may think you need to be a celebrity to be spotlighted as a charismatic leader. You do not have to- people will magnetically be drawn to you.



Some people describe the charismatic leader as someone who is charming and persuasive. They have what people call the likeability factor. They can build rapport and trust quickly with others. A charismatic leader is value driven and there is alignment in their words and actions. Charisma is a quality or characteristic that can be developed.

Charismatic leaders:

- **Take action.** They do not sit on the sidelines or wait for permission when they know something needs to be done. They take initiative.
- **Take genuine interest in others.** They put judgments aside and shift to a place of curiosity by asking questions about the other person. Eye contact, warm body language, and facing the person (s) they are speaking with are also distinct features of their communication style. They have an amazing engaging personality that naturally draws people in. They actively listen – listen more to what is being said than talking. They are good conversationalists and can start a conversation with anyone and leave that person thinking that they were the most important person in the world. In those moments, they were.

- **Speak with intention and conviction.** These leaders create a compelling vision and articulate their message eloquently. They are confident in their message and communicate thoughtfully. They are committed to their cause. Pay attention to the words they use. Are they positive and affirming? Are they empowering people or tearing them down? Can you pick up on any self-doubt? The way they say those words and the tone they use is even more powerful than the words themselves. They do not speed through conversation. They slow down and they are deliberate with punctuating certain words and pausing between statements. There is lowered to communicate the importance of their message.
- **Always present.** Leaders who are able to be fully engaged and be in the moment are described as being “present”. They are not distracted by fleeting thoughts or what they need or ought to be doing. They focus on being present in the here and now. They have the ability to remember people’s names or details of a conversation. They have a positive attitude.
- **Tell stories to communicate and make a point to be learned.** People are drawn into stories. They see themselves in stories and learn from another’s experiences.
- **Stand tall with good posture and have an authentic smile.** A real smile engages the eyes.
- **Dress for success.** When you dress well, you tend to perform well. You set a standard for yourself and others. Ensure that your clothing fits you well. If it is too big, get it tailored to you. Your shoes should be polished and in good condition. If you pay attention to the details of how your dressed, it is believed that you will also pay attention to the details of your performance.

In the seconds, you walk into a room, a first impression is made. Make it long lasting. The way you dress, communicate, and act reflects how you will perform. Although this may not be true 100% of the time, the majority of the time it is.

“Stand tall and be proud. Realize confidence is charismatic and something that is something money can’t buy, it radiates from within you.”

— Cindy Ann Peterson

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