

# HOW TO BE A CHARISMA QUEEN

THE ROYALS AND A-LISTERS' GO-TO CHARM GURU REVEALS THE SECRET TO BEING A SOCIAL MAGNET



The charismatic Duchess of Cambridge

It's no secret that charisma gets us further in life. Exuding the kind of charm that makes others pay attention and crave your company is a very useful quality. But according to A-list psychologist Richard Reid – aka "Mr Charisma" – you don't have to be born with it. It's something we can all learn. "Possessing charisma helps us at every level in life," explains

Richard, who's worked with CEOs, celebrities and even royalty. "To some it comes naturally," adds Richard. "But everyone can improve, and having more charisma will lead to greater success in all areas." "It's all about being authentic, showing the real you to draw others in." Take his six-step masterclass and learn how to own the room...



Psychologist and coach Richard Reid



**1 OWN THE ROOM**  
"Charismatic people, wherever they go, look like they belong," says Richard. "People who are uncomfortable immediately head to the buffet or the bar at a party – positions of safety. Train yourself to move to the centre of the room and you'll see that nothing bad happens. You'll learn that you yourself are part of your safe repertoire and will find people gravitate towards you. Before any event – be it a party, a speech, or even a first date – have a good stretch. This is literally practising making yourself bigger, and holding your head up high, which will radiate more confidence."

**2 ACCEPT COMPLIMENTS**  
"Don't brush compliments off with self deprecation," says Richard. "People joke at their own expense because they're uncomfortable, but charisma is about having the confidence to accept nice things people say at face value to gain the full 'nutrients' from any interaction. "Occasionally sending yourself up is fine, but do it too often, especially if people don't know you well, and it will undermine their belief in your ability and your belief in yourself. Accept compliments graciously. Don't be ashamed of your achievements."

**3 USE BODY LANGUAGE**  
"You want to create energy," says Richard. "Imagine a helium balloon: if you let it go, it floats to the ceiling. To control the energy in a room while you're speaking, raise your hands to increase impact, then bring them down to stabilise the energy and make your point. Do this with your palms up, to appear open, with fingers slightly soft, so you seem relaxed and authentic. "Because more of us are remote working, we're often interacting online. But even on a speakerphone having animated body language is effective. Sales people – who need to get others excited by something – always stand up when they do their pitch. If you can use your hands confidently, rather than letting them fiddle or hang limply, it lends strength and authority. To 'close' their point politicians often bring their fingers to touch. Effectively it's like signalling they've finished having their say. "Don't forget your bottom half, though. Our feet are often the biggest giveaway. If someone nervous is sitting down they'll pull their feet inwards towards themselves as a reflex. Be conscious of your whole body."



Barack Obama uses short sentences for impact

**4 SPEAK IN SHORT SENTENCES**  
"When you're put on the spot there's a tendency to talk in never-ending sentences," explains Richard. "Stop! Someone who is naturally charismatic, like Barack Obama, uses shorter sentences to make an impact. "Talking for the sake of it undermines your 'brand' and credibility. Fewer words make it easier for your audience – whether that's five or 500 people – to follow what you're saying. It also means you've got more opportunity to use your 'advanced skills', like body language and voice, to generate a particular type of emotion in the listeners' subconscious. "It's not so much what you say as how you make someone feel that they remember afterwards. Practise filming yourself on your phone, you'll quickly improve."

**5 START THE CHAT, BUT LISTEN**  
"We all know showing an interest in others is crucial," explains Richard. "So listen when you ask questions. When people are uncomfortable in conversation, they nervously reel off unconnected questions, making the other person feel like they have to perform. It doesn't make you desirable company. "If you really listen and ask related questions it relieves the pressure on the other person, and gives you a better opportunity to understand what makes them 'tick', to help you find some commonality. Building rapport is what charisma is about."



Oprah shows vulnerability

**6 BE EMOTIONALLY HONEST**  
"You don't need to cry, necessarily, but people will respond to you showing your vulnerability," says Richard. "Oprah Winfrey is hugely charismatic, and we relate to her imperfections. She's open about the fact she got fired from her first job, and about her weight issues. "Once you start to have conversations that involve emotions, you'll often find common ground. We each have different lives, but mainly share the same set of emotions – use these honestly to connect on a more meaningful level with others. "This is how you develop empathy, how you make someone feel psychologically safe, and warm to you – which is what charisma is all about." **OK!**

FOR MORE INFORMATION ABOUT RICHARD'S WORK, GO TO PINNACLEWELLBEINGMEDIA.COM

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