

WHITEPAPER GUIDE

Become A More Charismatic You

Business!





“

**Charisma goes hand-in-hand with self-belief.
When you believe that you can do something, your
passion shines through and others will put their
faith in you, too.**

Richard Reid
CEO & Coaching Psychologist
Pinnacle Wellbeing Services

”



Introduction to the author, Richard Reid

Richard has been working as a Psychologist and Leadership Coach for over ten years, with a growing focus on personal charisma. He helps his clients with a whole range of personal issues, from serious mental illnesses through to improving a certain aspect of their lives such as confidence or sporting performance.

The driving force behind what he does is to make psychology and coaching accessible to as many people as possible. One of the outcomes of this guide will be the reader's understanding that developing a charismatic personality is a key to unlocking a fully rounded and satisfying life.

Although a lot of his work is with private individuals, he also works with corporate clients. In fact, part of the inspiration for this guide has come from the requests he repeatedly receives from company executives who want him to help their professional workers become more engaging and charismatic with their clients.

He founded Pinnacle Wellbeing Services in 2005 and works from two separate bases in London, UK. You can find out more about what Pinnacle does, including his Confidence and Charisma Training Webinars, on his website: <https://pinnaclewellbeingservices.com/>

Introduction

What is it about charismatic people that makes them draw attention the minute they walk into a room? That enables them to instantly lift the energy levels of those around them, motivating people step by step, to take action. Are they born charismatic? Or did they learn how to be that way?

In this practical guide we explore the different types of charisma, the essential elements that combine to achieve charisma and the practical steps you can take to develop your own brand of charisma. Like most life skills, charisma can be taught, and everyone has the potential to be more charismatic.

Why *should* you want to be more charismatic?

The simple truth is that achieving anything on your own is harder than when you have the willing support of other people. Being charismatic draws people in and helps get things done. Charismatic people are generally more successful, have better, sustainable relationships and enjoy a happier work life balance. If you want to be more influential and successful in your work or personal life, charisma is the key. By developing your charisma, you can achieve the gravitas and influence that will draw others to your point of view, in such a way that they support you and want you to succeed.

We all know when we've met someone with true charisma, don't we? We feel safe, enthused and warm, swept away by the power of their personality. We'd do anything for them. Which makes it feel a bit mystical, even manipulative. But it isn't really. Charisma, at its simplest is the *transference of enthusiasm* from one person to another.

Manipulative people get others to take action that they're often uncomfortable with; leaving them feeling exploited and unhappy about the experience.

Charismatic people achieve the opposite. They take the time to understand and be interested in people. As a result, they develop better relationships and achieve willing support for their plans and ideas.

“Humility is not thinking less of yourself it's thinking of yourself less.”

- C.S. Lewis

Truly charismatic people are authentic. They don't pretend to present a polished version of themselves. Instead they acknowledge their vulnerabilities and accept that they don't know all the answers. Whilst it seems counterintuitive, this openness makes them more approachable and easier to connect with. It also enables them to be more curious and bolder; brave enough to give things a try. People who are courageous and willing to take a chance make people feel safe, turning them into advocates and encouraging others to support.

So how do you become more charismatic?

There are many facets to charisma, with broadly four main types:

- Authority
- Focus
- Kindness
- Visionary

Authority Charisma

Authority is the type of Charisma that shows gravitas. Someone with an authority-based charisma effectively says, 'I know what I'm doing, and your hopes and needs are safe with me.'

If you have expertise in an area and 'know your stuff', having the confidence to assert what you know is essential in developing knowledge charisma. Could you become the go-to-person in your area of expertise?

Focus Charisma

If you've ever met someone and they made you feel as though you were the only person in the room, that's focus charisma at work. As humans we naturally gravitate to the direct route of achieving what we want, by trying to alter someone's perception of us rather than focussing on what they want. Shifting the balance to listening and questioning is a powerful way to build goodwill and form long-term beneficial relationships.

Inspirational examples of people with focus charisma are The Dalai Lama and Nelson Mandela. Both quiet people, they have (and had) the ability to give others their full attention and to be fully attuned to their needs and responses. If you were to meet them, you would leave with the impression they had been keen to understand more about you, and this can be incredibly powerful because we all want to feel understood and accepted.

Kindness Charisma

People with kindness charisma are likeable in the most powerful sense of the word, as they make the person they're with feel safe and taken care of.

How often do you do something for someone else, with no thought of what you'll get in return? And when was the last time you were on the receiving end of such kindness? Even if it was a long time ago, I'm sure you still remember the person who helped you with a huge sense of gratitude.

People who put others first tend to be extremely approachable. People around them recognise their ability to connect and feel inspired by them. Think Mother Teresa and Princess Diana.

Visionary Charisma

People with visionary charisma have distinct and brave ideas and beliefs. They stand up for what they truly believe and create an aura by stepping away from the crowd. People like Steve Jobs and Mark Zuckerberg are examples of people with visionary charisma.

1. What's your personal brand of charisma?

By breaking down the four charisma types we're de-mystifying the concept of charisma, so you can see the potential for you to work in each of these areas.

It's likely that you will gravitate towards one or two of the types more than the others, so that's the best place for you to start. Begin the process by recognising your own strengths and where they could become more charismatic.

An exercise for you...

This might make you feel uncomfortable but bear with us. Pick half a dozen people from different areas of your life; they could be your spouse, a good friend, your boss, a work colleague - you get the picture. Next, ask them what they would recognise as being your 'best' qualities. You'll probably find the strengths they identify will cluster around certain areas; for instance, they might say how easy you are to talk to (kindness charisma could be your strength), or what a great problem solver you are (in which case visionary charisma might be for you).

We realise this can be a difficult task. People naturally find it hard to expose themselves to others. But you'll find it an enlightening exercise. So, get on and do it, because you'll get an objective view of yourself that would be impossible to achieve on your own. And a great side benefit is you get to hear all sorts of lovely things about yourself, which will build your self-esteem - something which is essential for charisma.

It's too easy to spend time focusing on our negatives and on what we lack, rather than what we have. In our work as psychologists we find clients can readily rattle off a list of times when people have criticised them, but struggle to remember one positive memory. Learning to celebrate our positives is a good way to get a more balanced view of who we are.

Not only that, but because we don't tend to recognise our strengths as much as we could, we end up taking them for granted. Which means we're not able to apply the best of ourselves consistently. If you don't recognise who you are, for instance, very good at creating a sense of authority, you're unlikely to make a point of actively recreating that every time you're with someone. The more aware we become of where our strengths lie, the better we can play to them.

So, have you done your research? Write down your six key strengths here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

And write down the four charisma types that relate most to you here (in descending order). Authority, focus, kindness or visionary:

1. _____
2. _____
3. _____
4. _____

Now you're well on your way to developing your own authentic brand of charisma.

2. Charisma Essentials – The Three Pillars of Charisma

“The reason we’re successful, darling? My overall charisma, of course.”

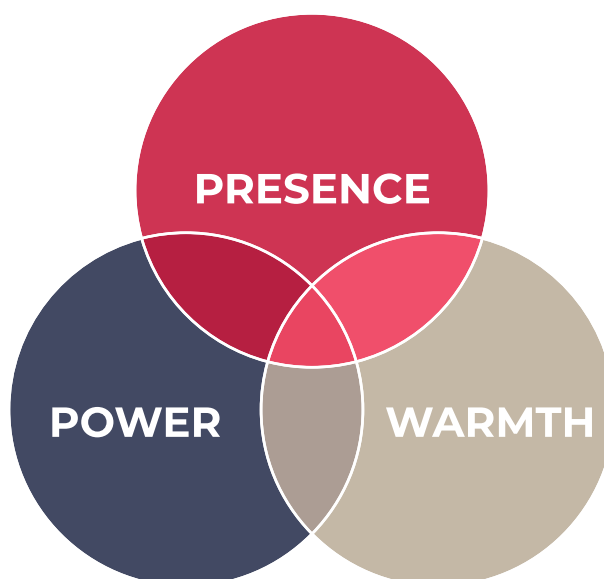
- Freddie Mercury

So, we’ve talked through the four types of charisma. To make it easier to understand, consider them as four different ways of dressing: casual, formal, evening and work wear. They’re just alternative ways of presenting your charisma to the world.

However, each type is also made up of three elements:

- Presence
- Power
- Warmth

Think of these elements as being what you need to put on in order to create those outfit types: you’d need a top, bottom and shoes, wouldn’t you? These are the three factors which create your charisma and without them all working in harmony you won’t have the beneficial influence you desire. We’ll show you how to develop each of these three elements in the next sections of this guide.



All three elements working together to create charisma

3. Charisma Is A Mental State

What if... a question that drives most people to be risk averse. What if my boss doesn't like my idea? What if I lose my job? What if I mess up in a presentation? What if he/she says no? The unspoken answer is that catastrophe *might* occur (hint: it rarely does). The result is that many people choose the 'safe' option and won't extend themselves beyond their comfort zone.

The reality is that it doesn't matter what the outcome is; life *will* carry on. Accepting this, gives you license to fail. When you are taking risks and succeeding, or failing, without a crisis, people notice. Moreover, people flock to people who are self-assured. When you begin to lead by example you open up new possibilities for them, which they will admire you for.

Scientists have studied the 'je ne sais quoi' that defines charismatic people, distilling it from a mysterious gift to a science and concluding that a lot of charisma comes down to body language and the way you communicate. Mastering expressiveness (being able to spontaneously strike up conversations and express feelings), control (the ability to match your persona and mood to your audience) and sensitivity (the ability to pick up on people's emotions and express their own) are key characteristics of charisma. By studying unconscious gestures and expressions scientists can measure charisma; fidgeting, speed of talking, speaking style, nodding your head, holding eye contact and trading smiles can demonstrate that you're listening and consider important what's being said.

If we're nodding at and copying each other, we feel empathy and our bodies produce endorphins which make us feel good. When people combine the gestures and expressions associated with charisma, they are more likely to be successful.

4. Charisma Element 1: Presence

“After dining with Mr Gladstone, I thought he was the cleverest person in England. But, after dining with Mr Disraeli, I thought I was the cleverest person in England.”

- Queen Victoria

We instinctively know when someone is fully present with us, don't we? We might not consciously realise it, but we just get that secure feeling about them. We feel special and valued, and if someone

values us, we're more likely to value them because we like to reciprocate. Likewise, when a person beams all their energy onto us, we'll give them ours, which means we're more likely to go away with a positive impression of them fixed in our minds. My wife will sometimes say, 'That's a nice person, I'll remember him.'

Alternatively, think about how you feel when you're talking to someone whose eyes dart around or whose smile suddenly drops away. They're not giving you their full attention, and as a result they lack presence for you. Subconsciously you feel uncomfortable: something's wrong but you can't quite work out what it is. It's impossible to relax into the conversation because part of your mind is monitoring what's going on. We have a fundamental human urge to feel protected, so when someone makes us feel ill at ease, we want to get away from them.

You can see how having a strong presence in the company of others is a key ingredient in having charisma. And presence also has a strong link to the focus type of charisma which we talked about earlier. If you find focus relatively easy, then you'll also find developing a sense of presence will come fairly naturally to you.

Well-known examples of people with charismatic presence: The Dalai Lama and Bill Clinton. Both men are very much 'in the moment' with those they're in the presence of.

If you find your attention slipping, when speaking to someone, you need to refocus. Start by;

1. Bringing yourself to the here and now. Presence begins in the mind. Focus on physical sensations in your body. Pay attention to the sounds in the environment, your breath and the subtle sensations in your body – the tingles that start in your toes and radiate throughout your body. You only need to spend a second or two refocusing this way to bring you back to the moment you're sharing
2. Make sure you're physically comfortable with properly fitting clothes, laying off the caffeine and sleeping well the night before.
3. Set your devices on silent and put them out of sight at night to ensure you get a good night's sleep and that you are uninterrupted when engaging with someone..
4. Look people in the eye when they're talking. Eye contact imparts a sense of intimacy and leaves the receiver feeling more positive about your interaction and also more connected to you.
5. Nod to show you're interested; but be sure to only nod at appropriate times, which in turn shows you are truly listening.
6. Ask clarifying questions. For example, ask 'when you say XYZ, what did you mean?' or 'am I understanding you correctly...' or 'what was your favourite part of that...'
7. Avoid fidgeting, don't use your phone and don't look around the room.
8. Wait two seconds before replying. Don't think about the answer whilst they're talking. Instead pause. Nonverbal behaviours are as powerful as verbal ones and can demonstrate that you're interested in and have considered what they have to say.
9. Beef up your listening skills.

5. Charisma Element 2: Power

Power is the second pillar. This involves breaking down self-imposed barriers rather than seeking to achieve a higher status. When you've already achieved success, it's common to experience 'imposter syndrome'; the fear that you're not worthy of the position you're in. Overcoming this is a vital element when building charisma.

Power in charisma comes when you're perceived as someone who is able to influence the world around you.

People can exude power in many different ways. It could be in terms of their physical size and strength, their status, their wealth, or their knowledge. Like presence, being with somebody who is benevolently powerful makes us feel safe, so we're able to relax with them and enjoy their company.

You've probably got more power than you think; if you're an expert in your field or know more than other people around you about something that matters to them, that's a source of power. The key is to show those around you you're happy to use it for their benefit, by matching your knowledge with the right kind of body language and tone of voice. Charismatically powerful people always give others the time of day; by showing you're happy to use your knowledge in the service of your colleagues, you're effectively saying, 'My power is no threat to you, because I want to help you.'

This means power has to be combined with presence in order for us to feel convinced of the charismatic person's interest. Have you seen a chat show interview with an actor who's clearly going through the motions? They may have an influential aura, but their lack of interest neutralises the power they could have put across.

Please don't make the mistake of thinking charismatic power is about getting one over on other people. When a person makes a big deal about their power it's usually done from a position of insecurity (charisma entails comfortable in your own skin).

Power has a strong link to the visionary and authority types of charisma; if you've worked out you've got strengths in these areas, developing your power element of charisma will be easier for you than for many.

Well-known examples of people with charismatic power: Barack Obama and Madonna. Please note these people have their detractors as well as their fans - all facets of charisma necessitate standing up for what you believe in.

The key to this pillar is removing self-doubt, assuring yourself that you belong and that your skills and passions are valuable and interesting to others. Even the most successful, powerful and

accomplished women (and men, too) have been unsure of themselves at one point or another.

Research has shown that it is possible to change the way you perceive yourself and to boost confidence in the face of a nerve wracking or stressful event:

1. Start by making a list of the 10 things that qualify you above others. Consider what evidence exists that makes you less or more qualified.
2. Say your name out loud. Make a positive affirmation such as 'I am brilliant' and then adding your name to it. So, 'John is brilliant at...' can be a powerful way to change your self-perception.
3. Own your accomplishments. Don't ascribe them to 'luck' or 'help from others'.
4. Visualise your success. Conduct a mental rehearsal about how you will successfully handle the event, before it happens.

6. Charisma Element 3: Warmth

The third pillar of charisma is **warmth**, which is harder to get right. Warmth requires that you radiate kindness and acceptance. In much the same way you might get from a close relative or friend. Invoking this feeling in others, especially when you've just met, is not easy.

If you have a warmly charismatic personality you're seen as someone who can influence the world in a positive way, which can make you hugely influential. It's closely linked to power in that it's related to persuading others.

Warmth is also closely connected to how you build relationships with people and develop rapport. A charismatic person will show their warmth through open and measured body movements, and by communicating at a pace which allows others to engage with the conversation. It's inclusive.

Conversely, think about people you know who are tense and on edge when you're with them. Your subconscious mind is put on alert, even if you're not sure why; sudden movements and a lack of relaxation are the opposite of warmth.

A lack of perfectionism is essential when conveying warmth, and one way to do this is in your conversation. If you're at a networking event, for instance, you can treat people in such a way as it shows you're in the same boat as them - not sure who to talk to and feeling a bit nervous. That helps you to be approachable and exercise your warm charisma with them.

Warmth has a strong link to the kindness and focus types of charisma, so if the personal feedback you got was that you're strong in these areas, then developing a warmly charismatic persona will be a natural progression for you.

Well-known examples of people with charismatic warmth: Boris Johnson and Stephen Fry. Both are highly successful people who don't try to portray themselves as being perfect and come across as inclusive and accessible.

To master this pillar, imagine a person that you feel great warmth and affection for, and then focus on what you enjoy most about your shared interactions. You can do this before, or in shorter spurts while listening to someone else speak. This can change your body chemistry in seconds, and even the most introverted amongst us can exude the type of warmth linked to high-charisma people.

Other ways to develop warmth include:

1. Practice gratitude. Studies have shown that people who express gratitude daily are happier and more optimistic than those that don't.
2. Develop empathy. Teddy Roosevelt called empathy "fellow-feeling" and argued that it was the most important factor for a healthy political and social life. People want to feel understood, and empathy is what enables them to put themselves in the shoes of the person they're talking to, so they feel what they feel.
3. Think of people as your brother or sister.
4. Interact with people face-to-face
5. Imagine a different story about the people who irritate you.
6. Be curious about people

7. Charisma & The Importance of Body Language

Charisma is as much about impressions and body language as it is about issues and substance. Body language communicates your emotions and motivations, likes and dislikes, interest and disengagement.

If you are interviewing for a job, pitching your ideas to investors, or presenting a new business strategy to the board of directors, you are the most charismatic and convincing when what you are feeling internally is perfectly aligned with what you're verbally expressing. This leads to a congruence of body language and words.

What you say is important, but how you say it and your physiology will convey significantly more than the words you use. Posture, gestures and facial expression are regarded as having the highest impact (55 percent) in conveying our messages, whereas 38 percent is through tonality and a mere 7 percent of our communication is conveyed through the words we speak.

Most of us are unconsciously aware of the impact our body language can have on the message we want to convey. Unless you've been trained in non-verbal communication, your facial expression, gestures and eye contact can easily give away your true emotions, undermining your message, as a consequence of your body language being incongruent with your words.

Here are ways to improve your body language:

1. Build rapport by relating and connecting with people.
2. Make eye contact.
3. Get closer by removing obstacles eg moving to the same side of the desk or into the same room to communicate.
4. Sit upright and communicate with a relaxed, confident posture.
5. Think about your facial expressions. Practice in a mirror and consider how your expression could influence others.
6. Be clear about the intention of your communication. When your heart and mind are aligned, it's easier to get your body language to support your message.
7. Be flexible. If your message isn't being received as you'd hoped, change your communication style and body language.

8. Using your charisma in practical situations

Charismatic people inspire action within others. They make others believe in what they are doing and inspire them to help achieve their goals. They make everyone around them feel special and become a part of the greater cause.

It's no accident that venture capitalists consider charisma as being a key characteristic of emerging leaders and entrepreneurs. They understand that winning the hearts and minds of people through meetings, negotiations and one-to-one meetings is a critical determinant of a successful investment.

Charisma goes beyond being a competent and engaging speaker. Whilst Charismatic people can tell a good story, they are mostly effective because of how they make others feel. Charismatic people block out distractions and leave those who interact with them feeling as if they were all that mattered. Put simply, they make people feel better about themselves. This skill applies to both business and personal situations.

People with confidence and charisma live with purpose. They pick a cause, a goal, a vision and live with it.

What's your purpose?

9. Conclusion

Charisma doesn't have a one-size-fits-all way to describe people. Some people exude charisma through warmth and generosity, while others are likable because they radiate confidence and success.

The most charismatic people you know may have achieved a high level of success in only one, or perhaps two, of these pillars. It's rare for an individual to show mastery of all three.

Steve Jobs, the co-founder of Apple, exhibited mastery in power and achieved high marks for presence. However, according to his daughter Lisa Brennan-Jobs, in her 2018 memoir "Small Fry," he lacked warmth. Tesla's chief executive, Elon Musk, also arguably lacks warmth. He's a classic introvert who makes up for his lack of people skills with mastery in presence and above-average levels of power.

The important point is that charisma isn't a singular thing. Think of it in the same way you would consider intelligence. Some earn high scores in maths and science whilst others achieve mastery in art or music. Trying to compare one intelligent person to another just leads to more confusion. The same can be said for charisma.

And finally:

- Charisma can be learned and integrated into your life
- Despite learning all these 'rules', the important thing is for you to be authentic. But do this gradually and be realistic.
- Take action now.

10. Next steps

Charisma training: getting started

The most charismatic people in a room, are said to be those who speak metaphorically, providing substance to a conversation through the use of anecdotes and comparisons. They don't recount events but paraphrase actions whilst using facial gestures, energetic body language and vocal inflections to frame key points. Charismatic people are experts at using moral conviction and reflect group sentiment. They also ask questions, even rhetorical ones, to keep people engaged. In short, they tell a good story.

So now you've identified the one or two key types of charisma you feel most at home with, and you know about the importance of presence, power, and warmth, you'll be getting an idea of which elements of the charismatic model you're going to find easiest and most difficult. You'll also be starting to have an idea of what your own, authentic 'brand' of charisma could look like.

A word of caution, though. In our charisma workshops we sometimes find people are tempted to make some kind of instant personality transplant, and this never works. They find they can't keep up the pretence, and in any case, it's exhausting and unnecessary. Instead, you need to move outside of your comfort zone in small increments, by experimenting with small things you wouldn't normally do. By taking these steps you'll be rehearsing, through repetition, your newly acquired charismatic persona. Gradually it will start to integrate into who you are, so you're still being true to yourself, but you're also allowing yourself to expand and grow.

Please focus on the positives you've identified so far, and make them more consistent, but don't lose sight of the other areas in which you can develop.

If you think you're going to need help getting there, don't worry. Our websites are packed full of additional resources and we have a range of courses and coaching support that can help you.

11. About Pinnacle Wellbeing Services

At Pinnacle, we're on a mission to make **YOU** better. That's what we do whether you've come to us for therapy for a problem you don't understand yet, or for some of the smartest performance coaching and courses around.

We provide therapy to clients with serious conditions like PTSD, depression or anxiety, coach people who want to perform at their absolute peak at work and run world renowned Masterclasses in topics such as charisma. People come to us because they are making an investment in their long-term future.

Our job, as we see it, is to create lasting behaviour change that transforms lives (and careers). We're not just interested in what's happening in your workplace, but also what's happening in your head and your heart. When you're ready, we'd love to talk to you about making you better.

For more information about our Charisma Masterclasses, contact us today:

<https://pinnaclewellbeingmedia.com/contact-us/>



**Contact us today and take the
first step to improvement**

London / UK – 020 7060 4375

Isle of Man – 07624 499511

