

"The Soul Woman"

GROWING BUSINESS AROUND PEOPLE



CHARISMA - HAVE YOU GOT IT?

'Charisma' is a word so frequently associated with some of the great leaders, past and present, such as Bill Clinton, John F. Kennedy and Dalai Lama.

Charisma is all about magnetism and charm that naturally draws others to you. People will not follow an individual in whom they have little confidence in and charisma can help generate that confidence.

Many people believe that it is something that a person is born with. "You either have it or you don't." I believe it is a skill that you can develop. People who work for a charismatic boss draw energy from him or her and will go out of their way to please that person. What does your presence say about you? To me presence is all about style. Within the first three to eleven seconds of someone meeting you, they are already deciding if they want to do business with you or not.

In this 21st Century, image is reality and it comes out of us in everything we say and do. How do you come across? Are you a radiator or a drainer to everyone you meet?

Research has shown that an optimistic outlook is one of the major ingredients of charisma.

Rudy Giuliani took New York, a city that was crime and graffiti ridden and turned it around. He described New York as 'The Capital of the World.'

Real enthusiasm for your job can also be injections to those who work around you. Dressing the part is an essential part, invest in stylish clothes and learn to wear them with confidence, remember appearances count. Why not go out today and get that new haircut. If you need to lose weight, stop fantasizing about it and just do it. Charisma is not a gift. It is a basic element that can be learned.

John F. Kennedy transformed himself from being an awkward young man to a confident leader that lead America. Pay attention to how others perceive you. Get an honest review of yourself, including your outward appearance and how you communicate.

I encourage you to be charismatic and set a style of who you truly are.