

## **12 TIPS ON HOW TO USE CHARISMA WHEN YOU GIVE PRESENTATIONS**

- 1. Empathize.** Reflect the sentiment of the group – listen to group concerns, stories, desires, struggles.
- 2. Show moral conviction** – show your intention to do the right thing.
- 3. Expect the best** – set audacious goals for both yourself and your audience. And assure with confidence that they can be achieved.
- 4. Tell stories and anecdotes** – engage and capture your audience with real-life stories.
- 5. Use metaphors, and analogies** – help your audience understand the message in terms of experiences which they already know.
- 6. Use contrast** – define yourself (your ideas) clearly by emphasizing what you and your ideas are and what they are not.
- 7. Organize content into triads** – leverage the rule of 3 to make your message easy to remember.
- 8. Ask rhetorical questions** – prompt your audience with questions to get them cognitively involved.
- 9. Smile** – All the way up to your eyes
- 10. Use gestures** – use clear gestures that strengthen your presence and your message.
- 11. Use facial expressions** – express emotions in tune with your content.
- 12. Animate your voice** – Modulate tone, volume, pacing and pauses for emphasis.

## 10 TRUTHS ABOUT CHARISMA

1. **Charisma is Greek and means "gift"**, which explains why we often see charismatic people as gifted, given the gift of God, etc. In truth, you can for sure have the talent but you can also practice techniques to be more charismatic.
2. **Charismatic people are not automatically charismatic speakers.** Being a charismatic person off stage is not enough to be a charismatic speaker. In addition, charismatic people tend to put less time practicing, and just trust their normal ability to fascinate people which doesn't always work. (Conger 1987)
- 3 **Anyone can learn charisma.** Even if it is your audience and followers who decide if you are charismatic, anyone can learn what traits characterize a charismatic person and speaker and practice it! (Antonakis 2011)
4. **It's the followers who decide if you have charisma**, not someone else. You cannot decide for yourself whether you have charisma or not. It is your audience and followers who judge it.
5. **Presence can compensate for lack of charisma.** Are you an uncharismatic speaker? Then make sure to be present on stage and you have come a long way. Studies show that speakers who are present can capture the audience almost as well as a charismatic speaker. (Do You Need Charisma to Be a Great Public Speaker?)
6. **You can model charisma!** People who watch and consume lectures, speeches and books by charismatic leaders will become more charismatic themselves in their expression. This is like reverse engineering. Learn from the best. (Antonakis 2011)
7. **The vowels are important!** It is the vowels that create power and perseverance in speech. So do not neglect the pronunciation. And feel free to hold out a little extra long sometimes. ('Space fighters' on stage - How F1 and F2 vowel-space dimensions contribute to perceived speaker charisma) Niehbur 2020)
8. **Be prepared to feel stupid when you practice.** Studies show that many people are afraid of feeling fake when practicing being a charismatic speaker. They experience themselves as deceivers and unruly when they practice the things that characterize a charismatic speaker. (Kanungo 1987)
9. **Female speakers are hit harder by digital meetings and forums.** Studies show that bad sound and technical compression of what we say hits women harder than men in digital meetings. This hampers charisma.
10. **Technicians are less charismatic.** A US study compared the charisma of managers, bank staff, teachers and technicians and the results were clear. Technicians received the lowest score on the scale. (Techie: Check out truth #3)