

An Audience with Charisma



Monthly news bulletin
for people wanting to increase
their impact and charisma

ISSUE 2 – April 2010

Charismatic Leadership

WITH GORDON BROWN announcing the date of the general election for May 6th this month's bulletin takes a satirical look at all three Political Leaders and puts their charisma to the test.

Can any of these guys replicate the Obama phenomenon?

When Obama was campaigning for President, he spoke from his heart, He was passionate and had a vision that stirred and evoked people's attention. His vision created an intensive force field that acted like a giant magnet - this phenomenon can be attributed to quantum physics; his intention physically affected the voting public. The electric signaling in Obama's brain and the voters' brains became synchronised. The same frequencies, amplitudes, and phases of their brain waves fell into synchrony - this is called entrainment and probably explains the reason behind cult followers. Yet with his magnetic vision he still noticed the ordinary man and woman - at one event he gave a glass of water to a woman who had just fainted and showed compassion and caring.

According to sociologist Edward Shils, a man who devoted a significant amount of time to the role of intellectuals and

their relations to power and public policy, 'the charismatic leader seems to be connected to the transcendental powers of the universe and is able to re-establish a sense of order in his followers'.

Freud supports this view, with an interesting twist. He believes that in the initial stages of a child's development, the infant is not able to experience any difference between himself and his external reality. To put it another way, until taught differently, the child believes that they are the entire universe. With time, the child starts to understand that their mother, whom they perceive as a powerful influence, is a separate entity. However, the child maintains a sense of their own power when their mother responds to their demands.

Gradually, the child's frustrations grow as they experience that 'the universe' does not always immediately satisfy their needs and they discover the cruel truth that they are not omnipotent at all. Yet because of earlier infant perceptions, the desire to return to this feeling of power and connectedness remains, burning strongly within the child and then the adult, throughout their life.



NIKKI OWEN Charisma and Confidence Expert

Freud suggests that one very effective way of returning to this phase is to identify oneself with someone who is perceived as powerful - a charismatic leader - and goes on to say that this desire for identification or connectedness will probably be stronger when the person is in a crisis situation.

According to this explanation, the human being has a basic need to search for a **symbolic order of the universe** - a sense of coherence, continuity and justice. As individuals, we will choose to look outwards in search of a charismatic leader who will bring order to our chaos, or inwards, recognising the charismatic person that is already inside us.

Charisma and Confidence Expert

Nikki Owen debates politicians' charisma tonight on Aljazeera live!
Sky, Channel 514
Freesat, Channel 203

HIGHLIGHTS THIS MONTH

YOU DECIDE

How does Gordon, David and Nick measure up when it comes to charismatic leadership?

A satirical view on the three party political leaders where they are assessed on their levels of confidence, gravitas and authenticity. » full article, **page. 3**

MY JOURNEY

Ric Hayden, Head of Learning and Development for City Link writes a moving account of his experience of An Audience with Charisma.

Ric explains why he decided to attend, how he felt about the approach and what he has gained since his 2-days at The Globe Theatre. » full article, **page. 3**

ANNOUNCING Extra dates for 2010

An Audience with Charisma is touring the UK at Hotel du Vin, Birmingham, Bristol, Brighton, Harrogate and Glasgow plus at Shakespeare's Globe Theatre. We are running another event in Birmingham so check out the 2010 schedule, prices and locations at: <http://audiencewithcharisma.com/booking/> Delegate numbers are restricted to just 24 at each event to ensure plenty of personal attention.

Charisma tip



When people are consciously aware of what is important to them in all aspects of their life, they create a strong electro-magnetic field that attracts attention. The more an individual understands what motivates them personally, the more it enables the person to build personal magnetism.

When we feel motivated, we are able to tap into the fuel that drives our performance. Additionally, motivation gives us reasons to solve problems, overcome difficulties and persevere when the going gets tough. Motivation can transform an ordinary performance into an extraordinary performance because, ultimately, if an individual wants to achieve a particular goal badly

enough, they will be prepared to do whatever it takes to get it. An individual's attitude is often a reflection of their inner drive: they know what they need to achieve and why achieving it benefits them. Therefore, a manager who has the ability to 'ramp up' their peoples' drive will generally be the manager who gets better results.

» continued, **PG. 2**

Gordon Brown, David Cameron, Nick Clegg – *YOU DECIDE*

By Nikki Owen

BODY LANGUAGE and appearance has a huge impact on our perceptions of leaders and politicians. According to studies of babies and infants by Judith Langlois of University of Texas - attractiveness is hard wired in our brains and stimulates a primeval reaction from others that 'attractive means they are healthier and have better breeding potential. Yet 'attractiveness' doesn't mean you have to be externally attractive. Charismatic people attract others with apparent ease and it is important to note that a charismatic person doesn't have to be physically attractive to possess the power to attract. When we meet or observe a charismatic person, we are attracted to their aura of 'special-ness', believing that their 'special-ness' could overflow into our own personality, infecting us, as if by osmosis, with a magical presence. Bill Clinton had this in abundance, as does Nicholas Sarkozy.

Charismatic politicians exhibit the tendency to inspire greater levels of support and loyalty from voters, resulting in an ability to create a following that they will be able to lead their country to success and abundance. Although being charismatic is not sufficient to

guarantee success in politics, it does provide an advantage.

Looking at each of the three main party political leaders (Labour, Conservative and Lib Dem) each one possesses a varying degree of physical characteristics that might attract voters on an unconscious level. Gordon Brown has a wonderfully rich voice, he speaks from his lower abdomen - this is one of the main reasons why he possesses gravitas. Yet when he speaks his eyes appear dark and almost 'dead' what he says and how he feels are disconnected. He doesn't look comfortable when discussing 'lighter' topics or anything that is outside of his political beliefs. He could increase his presence and likeability by connecting more with his emotions. David Cameron is an articulate and clear communicator yet he is almost 'too slick' 'too perfect' - in the UK the voting public have a secret passion for the underdog or the dog that's down. When Martin Luther King delivered his infamous 'I had a dream' speech, at the start he appeared a little overwhelmed, a little hesitant - this immediately won the hearts of the crowd who wanted him to succeed. Contrast this with the slick David Cameron and his 'perfect'

image can actually be perceived as a bit boring. Many male voters will find this a positive trait yet for female voters - where's the adventure with a perfect man? Nick Clegg's persona is one of a Mr Nice Guy - genuine - what you see is what you get, he says all the right things BUT where is his passion? If he was really living his truth we'd see far more expression in his face yet the only twitches we glimpse are with the odd jerky, 'placater' style hand gestures. Nick Clegg needs an injection of energy to enhance his impact and presence. When Tony Blair first became Prime Minister - like a lot of other people in the country I was an instant 'Tony fan'. Yet over the years I witnessed a major change in him - to me he started faking emotion, appeared superficial, went through the motions yet it all looked a bit too contrived. During his terms in office I went from really liking him to really disliking him. Truly charismatic politicians speak from their heart, you get their passion, they stimulate your energy and you feel inspired to listen to their politics. In recent years it looks like all the politicians have been sent to charm school - their image and communications skills training has transformed them into stereotypical



NIKKI OWEN, watch out for Nikki Owen's live TV commentary on the party political leaders during April.

robots, robbed of their authenticity because it may cause offense with the voting public.

My advice to all three Political Leaders is to be yourself, speak the truth and notice the public. Rather than thinking about your image take the time to really connect with the men and woman on the street.

If I trust you, if you inspire me, if I genuinely believe you care about me and our country then YOU shall get my vote - Prince Charming go to hell - King Charisma enter now!!! Whatever the cause, Sarkozy has turned the imperial French presidency into a folksy affair and generally stunning his compatriots with the energy and pizzazz that have earned him the nickname Super-Sarko.

Charisma tip – continued from page 1

EVERY INDIVIDUAL is completely unique and consequently has a set of values that are unique to them. These are the fundamental principles and beliefs that are considered worthwhile and desirable by the individual and consequently they hold a lot of emotional intensity. Many managers make the mistake of trying to motivate their team in the same way or based on what is important to the manager. This approach may work for those people that have similar values to their manager, yet in the main it will fail. The best way to motivate a person is to identify what they value as important, in context of their careers, and then use this information to motivate and leverage their performance. The following process enables you to discover what

is important to each member of your team and is an ideal session to do during a performance review:

- Prior to discovering a person's values, ensure that you have built high levels of rapport to encourage open and honest communication. This matters, because a person's values are very emotive and the individual needs to feel high levels of trust in their manager.
- Explain why you are going to ask them questions around what's important to them. This should always include a benefit to them. For example: 'To ensure that I give you the support needed to achieve your KPIs, I'd like to ask you a few questions. Are you ok with this?' or 'I want to really understand what motivates you so that I can do what I can to

keep your motivation levels high. Therefore, are you comfortable with answering some questions?'

- Ask 'What's important to you in your career?' wait for their answer and write this down, using their exact words. Then ask 'What else is important to you in your career?' until you have written down approximately ten to 12 of their values. Never pass judgement on what they tell you because this could cause the individual to clam up. Expect long pauses and never prompt them with your own ideas - everything has to come from them.
- Then ask the individual to number their values according to their importance. For example: 1 = Most important, 2 = Next important and so on until they

have numbered every value. You'll notice that the order of importance for most individuals is different to the order in which they first tell you their values.

- Once you've completed this step, you then have vital information about what motivates the individual that you can use to help them accomplish different tasks.

Note: If you are working on building your own charisma, you will, of course, need to know what motivates you. If you don't really know what your driving force is, you are not likely to be building it up and you may be floundering, along with your career - not very charismatic! Use the exercise above to work out your own values.

My Journey

By Ric Hayden, Head of Learning and Development, City Link



BEFORE I first met Nikki Owen I would have said that we met purely by accident and that the accidental meeting wouldn't have amounted to much. When I met Nikki, my opinion instantly changed as I watched her deliver an excellent presentation and I was more interested in her delivery than the presentation itself. I would now say that it was maybe fate or Karma, I would say that it was the start of a journey I wasn't quite aware I wanted to go on, and certainly no accident.

I went along to An Audience with Charisma partly through intrigue into what all this stuff was about; I mean how can dowsing, noetic science and the Big Apple project make me have more Charisma. The other part was a

profound effect one person can have on another person. Nikki had told me she sensed a blockage and placed her hand on her chest, the gesture I make every time I wish I had just said what I wanted and got on with things. All of this I say in hindsight as the journey I went on at The Globe was extremely powerful and it is only since then that I have thought things through and realised the blockage is gone.

I have always been told that I have magnetism, and that my positive energy is infectious. I am a truly positive person and love to take people along with me, but sometimes it gets out of control and I can be way too enthusiastic. That's where the blockage comes from and I tend to let others be heard over myself. I

also push it back, not really sure of how to channel the positive energy and sometimes wonder why anyone would want to be part of it. Then the opposite of positive kicks in and I let the negative energy others can have consume me.

The journey I went on took me through a rollercoaster of emotions, all unexpected, all amazing, challenging and different. Feeling emotionally different at every step but also, feeling totally as I should be. Nothing was uncomfortable through the journey. I felt the energy in me and in the people around me all supporting each other and understanding why.

The turning point in the whole experience was to develop my personal mantra, a turning point that was

noticed by everyone. It didn't work at first and I went away wondering if it would. Nikki knew this and worked with me to get my very long mantra to a short, precise mantra with immense personal meaning.

Building my Charisma and truly understanding my energy, where it flows and the effect it has, has been the biggest gift I will ever receive and now "I say what I believe".

Apple Experiments

Live experiment held during 'Mornings with Joanne Malin on BBC WM'

WE ARE ON A MISSION to prove whether our thoughts and feelings can have a measurable impact on our current reality. The Big Apple Experiment asks people to cut an apple into two halves (because it contains a similar percentage of water compared with an adult body) and say hateful things to one half and lovely things to the other half. Yes we are for real!!! Following an article in The Daily Mail the media has taken talking to apples into their hearts! Joanne Malin who presents the mid-morning magazine show 'Mornings with Joanne Malin on BBC WM' says:

"I must admit, talking to two halves of an apple for a week was the craziest thing I've ever been asked to do during my 17 year career as a journalist. I said horrible things to one half and lovely things to the other for 7 days and was expecting to reveal, live on air, that the experiment was

a complete waste of time. But to my amazement when my Producer Gary Butcher, opened the jars and revealed the apples during my interview with Nikki, it was clear that the hated half of the apple had in fact rotted a lot more than the side I'd been lovely too!

So maybe this proves that us women really can talk ourselves beautiful. Now I'm trying to say positive things to myself in the bathroom mirror every morning and if it helps save money on all the lotions and potions us girls use, it's worth a try."

Send us your apple photographs and you'll be entered into our free prize draw to win a FREE place on An Audience with Charisma seminar. For more information drop us a line at: apples@audiencewithcharisma.com Draws will be made in June and December 2010.

Joanne Malin presents the mid-morning magazine show on BBC WM



JOANNE MALIN, with her 2 apples