

## Developing Charismatic Leadership

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Charismatic Leaders build higher levels of workforce engagement, a prerequisite for double-digit growth and successful customer acquisition and retention. This 2-day programme develops the charismatic potential inherent within every Leader and enables him or her to apply a charismatic process within an organisational framework.

### **Learning objectives**

- Appreciate the impact of charismatic leadership on organisational success
- How their level of charisma is perceived by others
- Experience the beliefs and mindset shared by charismatic people
- Understand the 5 internal attributes that develop authentic charisma and be able to identify what factors require development to build increased charisma
- Understand the factors that erode employee energy and confidence
- Identify personal physiological triggers to instantly access a charismatic state
- Elicit the career values of self and others to achieve greater job satisfaction
- Understand the process to align individual values to corporate values
- Improve EIQ to achieve balance between head and heart communications
- Identify a personal vision that evokes a strong emotional response
- The factors that develop and erode self-esteem in the workplace

### **Techniques and approach**

Blends a number of techniques inspired from Quantum Physics, Epigenetics, Noetic Science, Emotional Intelligence, Neuro Linguistic Programming, Transactional Analysis, Kinesiology, Reiki, Dowsing and Behavioural Modelling.

### **Logistical information**

Delivered as a 2-day programme that can accommodate up to 10 Leaders and includes pre and post programme profiling and assessments to benchmark and monitor specific performance objectives.

### **Pre-programme preparation**

Each Leader will be tasked with creating a 3-minute video explaining their corporate vision. Leaders will be asked to imagine they are delivering their presentation to their team and should aim to build high levels of interest and engagement. All video extracts will be incorporated within the 2-day programme.

## Outline for two day event – Day One

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### 9.00am Introduction

- High impact opening using a case at The Old Bailey that made legal history in 1978 - the impact of charisma on creating an outcome against all odds
- The business case for developing charisma from the combined perspectives of the individual (personal leadership) and the success of their organisation
- Group exercise to rate each person's impact based on 3 key areas; ability to influence and engage interest, impact on others, level of charisma (uses score pads to calculate average charisma rating)

### 9.30am Understanding and Defining Charisma

- Exercise using A1 Boards to understand and define charisma using famous charismatic icons
- The problems with attempting to develop charisma by developing external behaviours and how this constrains authenticity

### 10.00am Theories and Studies – Charismatic Leadership

- PowerPoint presentation of the influencing theories behind definitions of charisma including Max Weber, Robert House, Robert Hogan and Fernando Molero
- Video clips of charismatic leaders including Martin Luther King, Hitler, Barack Obama, Clinton, Margaret Thatcher, Mary Portus, Anita Rodderick
- Exercise and group discussion based on relating charisma theories to charismatic leadership
- Definition of charisma and agreement to the impact a charismatic leadership team can have on the organisation

### 11.00am BREAK

### 11.20am The Charismatic Mindset

- Using the study of Epigenetics to highlight the impact of thoughts and emotions on genetic expression – charisma can be developed
- Demonstration of Dr Masuru Emoto's pioneering work with water crystals
- Introduction to Nikki Owen's Big Apple Experiment and the impact of a Leader's 'Good' and 'Bad' days on the workforce. (One bad day can contaminate many days; one negative individual contaminates many others)
- Working in small groups, delegates receive 15 x Charismatic Mindset cards detailing a belief held by charismatic people (from global research conducted by Nikki Owen with 2663 organisations)
- Delegates discuss each belief and determine whether they agree or not with each statement
- Open group discussion of more controversial beliefs (exercise stretches thinking and expands behavioural flexibility)

### 12.30pm The Charisma Blueprint for Charismatic Leadership

- A Charismatic Mindset is replicated by developing 5 internal attributes; 1. Self-Esteem 2. Driving Force 3. Vision 4. Sensory Awareness 5. Energy
- Exercise using magnetic boards to identify typical behaviours demonstrated by each attribute
- Group discussion based on how a lack of each attribute within a Leader impacts on the organisation
- Review and explanation of individual online charismatic profile results – self perceptions and perceptions from 360 degree feedback
- Video clips from 5 well-known leaders who lack charisma where delegates are tasked with identifying which of the 5 attributes needs developing to increase overall charisma and personal impact (demonstrates a clear deficit in each attribute to build the case for Charismatic Leadership)

### 1.15pm LUNCH

### 2.15pm Group Evaluations of Individual Presentations

- Each pre-recorded video extract is shown to the group for feedback relating to the 5 internal attributes that determine charisma. This is then correlated to individual online assessment scores.
- Allow 10 minutes for each delegate (3 minute video and 7 minute feedback)
- Individual scores plotted onto group 'star' to demonstrate group variances and trends (is there consistency or balance within this particular Leadership team and how does this affect the organisation)
- Explanation that the remainder of the programme will develop each of the 5 attributes to build their overall charismatic presence.

### 3.40pm BREAK

### 4.00pm Developing Balanced Energy (5<sup>th</sup> attribute)

- Explanation of energy and how it impacts on charisma Introduction to The Energy Compass™ that demonstrates the process to stimulate a balanced flow of energy (electro magnetic fields/meta-medicine and the biology of the subconscious)
- Exercises using Dowsing tools to monitor, benchmark and assess the factors that reduce or enhance energy/electro-magnetic field and why this impacts on engagement and motivation
- Identification of the factors that are currently reducing energy within their environment and suggested solutions.

### 5.30pm FINISH

NB The 3<sup>rd</sup> attribute – Sensory Awareness and High Emotional Intelligence is naturally developed during each of the exercises when individuals are encouraged to listen and trust their intuition and use their emotional guidance system to build high levels of rapport with group members

## Outline for two day event – Day Two

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### 9.00am Building Self-Esteem (1<sup>st</sup> attribute)

- Introduction to self-esteem and its impact on leadership style, workforce engagement and adaptability to change
- Process to develop individual self-esteem by developing different perceptual positions of 'self' and establish new neurological connections that links their new perceptions to charismatic icons they admire
- Each individual selects 3 perceptions; 1 Really resonates with them. 2 Does not resonate with them at all. 3 That has surprised them the most
- Process to establish a strong neurological connection between each perception and the same quality evident in charismatic people.

### 10.30am BREAK

### 10.50am Increasing Driving Force (2<sup>nd</sup> attribute)

- The definition of values and why they affect driving force and motivation
- Explanation of the process to elicit each individual's leadership values (everyone's values are unique to them)
- Exercise in pairs to elicit each other's leadership values
- Process to rate satisfaction of top 5 leadership values and identify actions to increase motivation and driving force
- Process to align top 5 leadership values to their organisation's values

### 12.30pm LUNCH

### 1.30pm Developing a Compelling Leadership Vision (4<sup>th</sup> attribute)

- Explanation of 'purposeful striving' and the process of directed intention to compel attention and generate personal magnetism
- Exercise to identify an organisational goal and evolve this into a strong personal vision. Includes accelerated learning techniques with Cartesian language patterns to facilitate attitudinal change

### 3.00pm BREAK

### 3.20pm Physiological Triggers for Charisma

- Group exercise using magnetic puzzle boards to understand The Communication Model and how this relates to charismatic potential
- Exercise to identify individual physical triggers that activate the flow of charisma in a way that is authentic and genuine

### 4.30pm Peer Group Feedback

- Individual charisma ‘sound bytes’ to summarise key learning points
- Explanation of 3-step process to provide feedback using physical imprinting
- Exercise to obtain feedback regarding an attribute that needs developing to increase charismatic presence

### 5.00pm Finish

*“If you’re looking for something completely different to anything that you’ve participated in before, which is fun, challenging, thought provoking, pushes you to engage in new experiences and leaves you to deeply reflect on how you interact with and impact on others, then this really is for you.”*

Martin King, Senior Manager, Property Services, Royal Bank of Scotland

*“Absorbing and inspiring. Mesmerising and life changing. Nikki has spent 20+ years researching this thing we call charisma and can justifiably call herself a world expert.”*

Joanna Jesson, Group Chairman, The Academy for Chief Executives

*“Encourages an open mind and really reinforces the power of self. I particularly liked the logical ordering of what are often intangible elements/feelings/dynamics. Engages heart and mind.”*

John Green, Head of Corporate Sales, Parcelforce Worldwide

*“Fantastic – has caused me to completely rethink my approach to life and situations. Left me with a determination to harness the power of positivity.”*

Martin Wing, Managing Partner, Kepner-Tregoe