PASSIVE LESSONS FROM 4 CHARISMATIC LEADERS

1. MARTIN LUTHER KING, JR.
   Traits: Passion, Courage, Vision
   Lesson: When describing someone as charismatic, we usually refer to it in praise of their character. They are—the belles good—people whom we can trust.

   However, charisma, just like any other trait, is neither good nor negative, but rather depends on how it’s used by both charismatic individuals and their followers.

   In order for charismatic leaders to thrive, they need followers not only to recognize the value of their cause, but also to fully immerse themselves in various actions being presented, which often creates an attitude of “them and us.”

2. EVA PERON
   Traits: Compassion, Generosity, Determination
   Lesson: In a world where the wealthy seem to be getting richer, seeing the poor in a better situation makes them feel good about themselves.

   The real success of eva Peronism was the recognition that the cause of the poor was the cause of the rich.

   In recognizing the struggle of the poor, eva Peron helped to create a situation where the country’s wealth was distributed more fairly.

3. AUNG SAN SUU KI
   Traits: Resilience, Conviction, Grit
   Lesson: The ability of leaders to persist in the face of adversity is crucial.

   In the face of injustice, leaders must remain committed to their cause and continue to strive for positive change.

   By maintaining a strong sense of purpose and refused to give up, Suu Kyi was able to make significant contributions to her country.

4. BARACK OBAMA
   Traits: Resolve, Audacity, Decisiveness
   Lesson: In politics, the success of a leader often depends on their charisma.

   Obama’s ability to inspire hope and optimism helped to energize his supporters and provide a sense of possibilities for the future.

   His leadership style and approach to politics were key factors in his success.

THE DARK SIDE OF CHARISMATIC LEADERSHIP

WHY WE SHOULD STILL KEEP A DOSE OF SCÉPTICISM IN THE MIDST OF SUCH LEADERSHIP

3 KEY TRAITS OF CHARISMATIC LEADERS

1. COMMUNICATION
   Leaders with charisma are powerful communicators. They can easily motivate, inspire and shape others in the face of challenges, and communicate in a way that captures the imagination.

2. CONFIDENCE
   Charismatic leaders are sure of themselves, and they never try to be anyone else. Even when faced with difficulties, they focus on opportunities for solutions rather than dwell on the problem—their confidence in themselves is unshakable.

3. STRONG BODY LANGUAGE
   Often, we can sense charisma in people even before they speak. The way they walk into a room, hold eye contact and maintain a composed, confident demeanor can convey authenticity and magnetism that relates them very clearly. Communication is said to be 25% of what you say and 85% non-verbal language, and charismatic leaders have mastered the art.

POTENTIAL DANGERS OF CHARISMA

1. IT CAN DISGUISE DAMAGING TRAITS
   Being naturally drawn to charming people, as most of us do, allows charismatic people to hide their more attrac-

2. CHARISMA PRODUCES COLLECTIVE NARCISSISM
   This is something we all tend to see, but it also exists in the workplace. For example, a CEO or a manager's charisma

3. CHARISMA IS ADDICTIVE
   Just as pop stars come to depend on the love from their followers, leaders can become addicted to the approval of their employees. The biggest problem with this is that it distorts the communication and relationship between

COLLECTIVE NARCISSISM

Leaders with charisma are powerful communicators. They can easily motivate, inspire and shape others in the face of challenges, and communicate in a way that captures the imagination. However, their success often comes at a cost. The allure of their charisma can lead to a false sense of invincibility and a neglect of the challenges faced by those around them. It’s important to remember that charisma is not a guarantee of success and that a healthy dose of skepticism is necessary in the midst of such leadership.