



Corley Hanson Associates Newsletter Making Your Business a Team Sport! May 2006

Greetings!

This month we have a very special treat and personally a very satisfying one for me.

My cousin, Eva Kihlström, from outside of Stockholm has published a book on Charisma in Swedish. We have talked about this subject over the years through its many stages, and I am so proud of the success she has achieved in Sweden. Eva has done a tremendous amount of study and research, reviewing video tapes of great charismatic people such as John Kennedy, Martin Luther King, and Marilyn Monroe. Through her research, she identifies the characteristics that make people charismatic.

Charisma is such an important thing for a leader to be aware of. We often can tell that somebody is charismatic but we cannot always identify why they are charismatic. What are some of the physical factors? What are some of the things that they do that come across so powerfully? Eva has broken these down and has shared with us one of her first introductory chapters that she translated into English. We are hoping that the book will get picked up by an English publishing company so at some point you will be able to read it in its entirety. I promise you will hear about it in this newsletter!

So as we move into summer, it's a great opportunity to work on our charisma. You will find some other interesting articles in this month's newsletter that will point you in the direction of charisma, leadership and communication.

by *Wendy Hanson*

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What is Charisma? by Eva Kihlström

Charisma is defined in the Oxford English Dictionary as "the capacity to inspire devotion or enthusiasm". This phenomenon exists above all in the eye of the beholder, but anyone can bring out the charisma that lies within themselves and increase their personal appeal. There are several ways to do this.

Creating an impression of trustworthiness - Ethos is a rhetorical term and means character / role, the part of ourselves we always show. The Greek philosopher Aristotle maintained that a speaker's ethos was one of



the most powerful tools in convincing others. According to him, intellect, virtue and kindness created an air of trust and reliability. There are many ways to strengthen your ethos, but with a few ill chosen words or unconscious body language you can also weaken it considerably.

What is your unspoken message? - Are you aware of what the way you move, your posture and your gestures are saying? What comes out of your mouth can be the direct opposite of your body language and behavior. We rely far more on what we see and hear than on the actual content of what is said. Open your eyes to the body's coded language – your own and that of others!

What does your facial expression say? - Sometimes unconscious expressions can get us in to trouble. A considerable amount of information can be read from a person's facial expressions, both conscious and unconscious. New research in the field of communications indicates that we have a genetic, inherited ability to register and absorb expressions signaling anger. A detail such as the position of the eyebrows can affect how others regard us.

Use your voice! - A voice can contain so much. Joy, excitement, expectation or fear are reflected in our tone of voice. For example, the way you say hello to your family when you get home from work sets the tone for the rest of the evening. Being more aware of how you use your voice is something everyone can learn in order to improve your communication skills. In public situations, a relaxed tone of voice and the courage to pause is one of the signals conveying a sense of security and high status.

Find your passion - Energy is infectious. It's easier for a person who has strong convictions and has powerful feelings about something to acquire appeal and charisma. When a power is realized, we can talk about Zen, the Chinese word for vitality and life-force. A person who has landed in the right place feels good physically, mentally and spiritually. What makes you enthusiastic, powerful and motivated?

Presence – the first step towards charisma - It's possible to train yourself in the ability to have presence. One way is to sharpen your senses and concentration through mental training, such as tai chi, yoga, chi gong, meditation and similar activities. In our rational times, the importance of intellect and reason are over-emphasized. Because of this, many people lose touch with their bodies, their intuition and their emotions. With physical awareness, the right and left sides of the brain are integrated and our ability to have presence increases.

How do you encode your language? Words are not innocent; the words we choose to use send out signals in different ways. Charismatic personalities weight their messages with many strong associations, often positive. Language influences the way we think and different groups develop their own ways of communicating. It's easy to take your own way of speaking for granted, and to assume it's the norm for everyone. Adapt your message to suit your audience.

Speak in pictures! - Why are similes and stories so effective? Well, it's because they speak directly to our subconscious, and therefore go straight to their goal. Every individual can interpret them in his own way, based on his own personal experience of life. Metaphors are verbal weapons that can be used to denigrate or flatter. Using imagery builds bridges, reaching the listener so that he remembers what we say.

The way you think has a role to play - Your body is the "transcript" of your mental program. Sportsmen use mental training to improve their results, and a speaker can make use of the same method. Set goals and challenge yourself. By stepping outside our own comfort zone, we reach new heights.

Become successful in your social life – maximise your adaptability - Life is about relationships. At home with the family, at work, among friends, in shops, while traveling – we're in contact with other people everywhere. Are you paying attention to your opposite number when you communicate? If not – switch your focus and become a winner.

Become successful in your social life, part two - This is how to get other people to appreciate you: mirror their body language, learn the art of listening etc.

Humour helps you connect - Laughter is one way to get your listeners in a receptive state of mind. With the help of humor, it's easier to get past other people's natural defenses. Laughter works like a kind of spiritual purification, making an audience more open to taking in information and different messages. How can you develop the way you use humor?

Practice, training, practice, training. . . - Speaking well gives power and increased personal appeal. The art of thorough preparation is something we have lost. Whatever touches you, touches other people. Start collecting the best things you hear, see and read: good quotations, wise words, amusing expressions, stories and anecdotes. Imitation is the mother of all learning. The prominent antiquarian figure Quintilianus emphasized the importance of studying skilful role models. Find your own source of inspiration.

Summary - Charisma, rhetoric and ethics. Strong personal appeal gives power, and this power can of course be abused. Use your knowledge and skills wisely.

Transparency

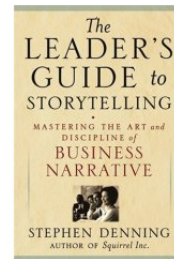
Transparency
Words
Not in disguise
Phrases say
What they mean
Not lies
Hidden
Stumbling
Tumbling
Where
We/I
Can
Breath
It is only here
I can
Lead



By Will Corley

Book Review: The Leader's Guide to Storytelling

(Mastering the Art and Discipline of Business Narrative) by Stephen Denning



Stephen Denning, a former World Bank executive and accomplished storyteller, truly provides a guide to how and ways storytelling can be a critical component to the success of a leader. He provides a clear blue print on how one can learn to tell the right story at the right time within the context of business. Critical to a leaders success is building trust in who you are, Denning shows how the right kind of narrative communicates who you are in a powerful real way. Here he describes what the personal story must answer for the satisfaction of his audience.

"When I go into a new organization or encounter a new audience and start talking about an idea that is often seen as strange and counterintuitive, such as knowledge management or organizational storytelling, people are often wondering who I am. Who is this guy? Where does he come from? Why is he talking about this subject? Should I listen to him?"

Denning provides a guide to storytelling for leaders in business that will provide much return in one's investment.

TV Review: Grey Anatomy's Final Show

Again I must admit something that is not politically correct. I love great TV. TIVO provides me the ability to see shows whether movies, sports, or TV shows on my schedule. Although I must confess it is hard to break the habit of many years of watching shows on their time schedule (however, that is another conversation).



What I want to share how moved I was with the final episode of Grey's Anatomy. What impressed me was not only the story and the acting but how this show provides a narration where chaos and uncertainty is so human, where emotions and context are often at odds. This final show was as much about how leaders often don't have the answers and are struggling with dilemmas with no easy conclusion. This shows the power of relationship as being a part of a team and of quite frankly letting one's heart lead even if the consequence is negative to one's career.

What I loved most about this show is it made me think and feel. This was a show about celebrating life and stepping out on the limb for those you care about.

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