

# BOOST YOUR *Charisma*

5 Behavioural Science-based Techniques to  
Instantly Boost your Charisma,  
Elevate your Presence and  
Make Unforgettable First Impressions

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# CHARISMA

## Charisma

Charisma is what allows you to capture and command the attention of others. It's the unspoken quality that draws others in, almost effortlessly.

Considered a unique blend of warmth, kindness and credibility, charisma increases your likability, and not only increase your ability to influence, it can also enhance relationships, boost self-confidence & elevate social skills.

## Techniques

In this handout you'll learn  
**5 Must-Know Techniques**  
to **Boost your Charisma**  
and become more **Magnetic**  
for all the right reasons!

# 1 Technique

## First Impressions

Neuroscience research published in the Journal of Psychological Science found that it takes just a tenth of a second to make a first impression (Willis & Todorov, 2006). In other words, our brains are able to rapidly process what we see, hear, touch and smell in the form of facial expressions, physical attributes, spoken words, vocal tone and body language.

Not only that, social cognition research has demonstrated that part of this first impression is a judgement based on two questions:

? *“Can I trust you?”* (Warmth) &  
? *“Do I respect on you?”* (Competence)

Researchers suggest it's more important to show warmth first in business settings as it builds connection and fosters trust - and this is an essential factor for perceived charisma.

### Action:

- Demonstrate warmth when you first someone. Use open body language, face people when you speak to them, smile, show that you're interested.
- Then, back it up with competence through appropriate eye contact, confident posture and a confident handshake.



# Technique 2

## Use Someone's Name

An extremely simple yet highly effective way to make a very positive first impression when you meet someone for the first time (and to channel charisma), is to use their name. *Really, it's that simple!*

As Dale Carnegie, author of 7 Habits of Highly Effective People wrote,

“ Remember that a person's name is to that person, the *sweetest* and *most important sound* in any language.

People like to hear their name, especially if you make an effort to pronounce it correctly. Our name is part of our identity, so using it creates a culture of respect, recognition and consideration for the conversation.

### Action:

Here are three tips to help you better recall names:

1. **Clarify spelling:** “*Is that Catherine with a C or a K?*”
2. **Repeat.** Repeat the person's name it in the conversation a few times throughout.
3. **Association.** Try to make an association to help you remember.

This way your brain is able to form a rich connection with the name of the person to assist with recall during the conversation and in future.



# Technique

## Be an ‘Energizer’

In research published in Psychological Science, Noah Eisenkraft and Hillary Elfenbein found that we can consistently influence the way other people feel. They called this **‘trait affective presence’** – how you make others feel when they’re around you.

Another study published in MIT Sloan Management Review found that people who energize others tend to be higher performers, are more likely to be heard and have their ideas acted upon, and others are more willing to engage with them (Cross, Baker & Parker, 2003). People prefer to work with them and want them on their teams because they encourage high performance in others too.

### Action:

Be an Energizer using this 7 essential practices:

1. Genuinely care about others.
2. Follow through on your commitments.
3. Stand for something greater than yourself.
4. See possibilities and focus on solutions.
5. Separate the disagreement from the person.
6. Give people your full attention in meetings and conversation.
7. Be open-minded and welcome other people’s views.



# Technique 4

## Charismatic Presentations

Truly charismatic presenters have the ability to capture a room before they've even uttered a word. It comes down to how they hold themselves and how they hold the space in the moments immediately prior to speaking.

***They effortlessly attract attention by literally doing nothing...***

They walk to the stage or front of the meeting room, lock eyes with their audience, take a breath, and only when everyone is quiet and waiting for what's going to happen next, do they begin.

**Why are the first few seconds of your presentation so important?** It's because this is when your audience is determining your credibility and whether you're worth listening to. Conveying composure, gravitas and authority in those earliest moments is key.

Not only that, taking this time to compose yourself before you begin gives you time and helps you slow your mind, and nerves, to feel more composed and confident.

### Action:

- Next opportunity you have to present, try this technique to create suspense and captivate your audience. Walk onto the stage, make eye contact with your audience, compose yourself - and then speak with conviction.



# Technique 5

## Avoid Overly Complex Words

Many professionals try to give an impression of intelligence by using overly complex language. However, this strategy is completely ineffective. In fact, research suggests it backfires, making the person appear far less intelligent.

In one study, as the complexity of the language increased, the estimated intelligence of the person using that language decreased (Oppenheimer, 2006).

Not only that, the use of complex or highly specialized jargon can alienate whoever you're speaking with.

As Einstein once said,

“ If you can't explain it simply, you don't understand it well enough.”

Highly charismatic people use language (both spoken and written) that is relatable, simple and easy to understand.

### Action:

- Instead of trying to appear more intelligent or sophisticated by using unnecessarily complex language, stick with simple terms. It will pay off.



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“ People may not remember exactly what you did, or what you said, but they will *always remember* how you *made them feel*.

MAYA ANGELOU



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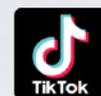
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