



Sweep them off their feet: How to be charismatic

Sangeeth Varghese

Speaker Profile



- Sangeeth Varghese is an acknowledged leadership thinker, and the founder of LeadCap.
- Is the author of the bestseller 'Decide to Lead' and writes a popular column in the Economic Times. His columns have appeared in Forbes, TOI and he has appeared in BBC and CNBC. Varghese guest edited the 2008 New Year edition of the TOI as a “young star making a difference”.
- Feb 2008, Bombay Stock Exchange Journal rated Varghese as one of the most influential leadership thinkers.
- Did his masters and research London School of Economics with a scholarship.

Building a Nation of Leaders

- LeadCap is nurtured by thinkers from the Ivy League with a vision to build the first leadership democracy in the world; to build India as a nation of leaders.
 - Teaching to fish is better than providing fish
 - Leadership is a decision, not a position or set of skills
 - Leaders breed leaders, not followers

“Is there an Indian equivalent of the American Dream? LeadCap is striving to identify it:” Forbes Magazine

What does a million leaders mean to you?

“India will be completely transformed. We will not longer be sitting back and complaining. We will no longer be blaming our politicians for our inadequacies. But we would ALL be taking action. Everyone of us would be right there - doing, not just talking!”

Each one of us know that we are the best

Everyone is helping the other one to come up

From a nation of whiners, in to a nation of winners

Even I can be great

Its our nation. Its our mission

A leader of nations



Three questions

- Have you ever wanted people to be attracted to you?
- Have you ever wanted people to pay attention to you?
- Have you ever wanted people to give you importance?



Answer is Charisma

Greek gods

- Ancient Greeks noticed that a few individuals are different compared to others
 - We are drawn to them automatically
 - They are magnetic and we are attracted to them
- **Reached a conclusion:**
 - That these people are more blessed. They might even be gods
- **And this concept has profound impact in human relations and leadership**



**But why is this charisma
important in normal life?**

It takes us where we want to be

- Because all of us have an inner craving to be liked
 - Underlying many of our actions, we are seeking ways to validate ourselves and fulfill this need
 - We want to feel special, we want to be validated
- Helps us drive results in our favor

Let us recruit him because I like him

Let us give him the business, because we **connect** well

End of the day
beyond all skills
and talents,
chemistry matters!

Barack Obama, the truly blessed

Afro American

No prior admin experience

Pitted against former first lady

First time senator

Accused of giving false hopes

He is charming

He makes us feel larger

He inspires us


He is vibrant

He tells us what we can do, and not what we cannot

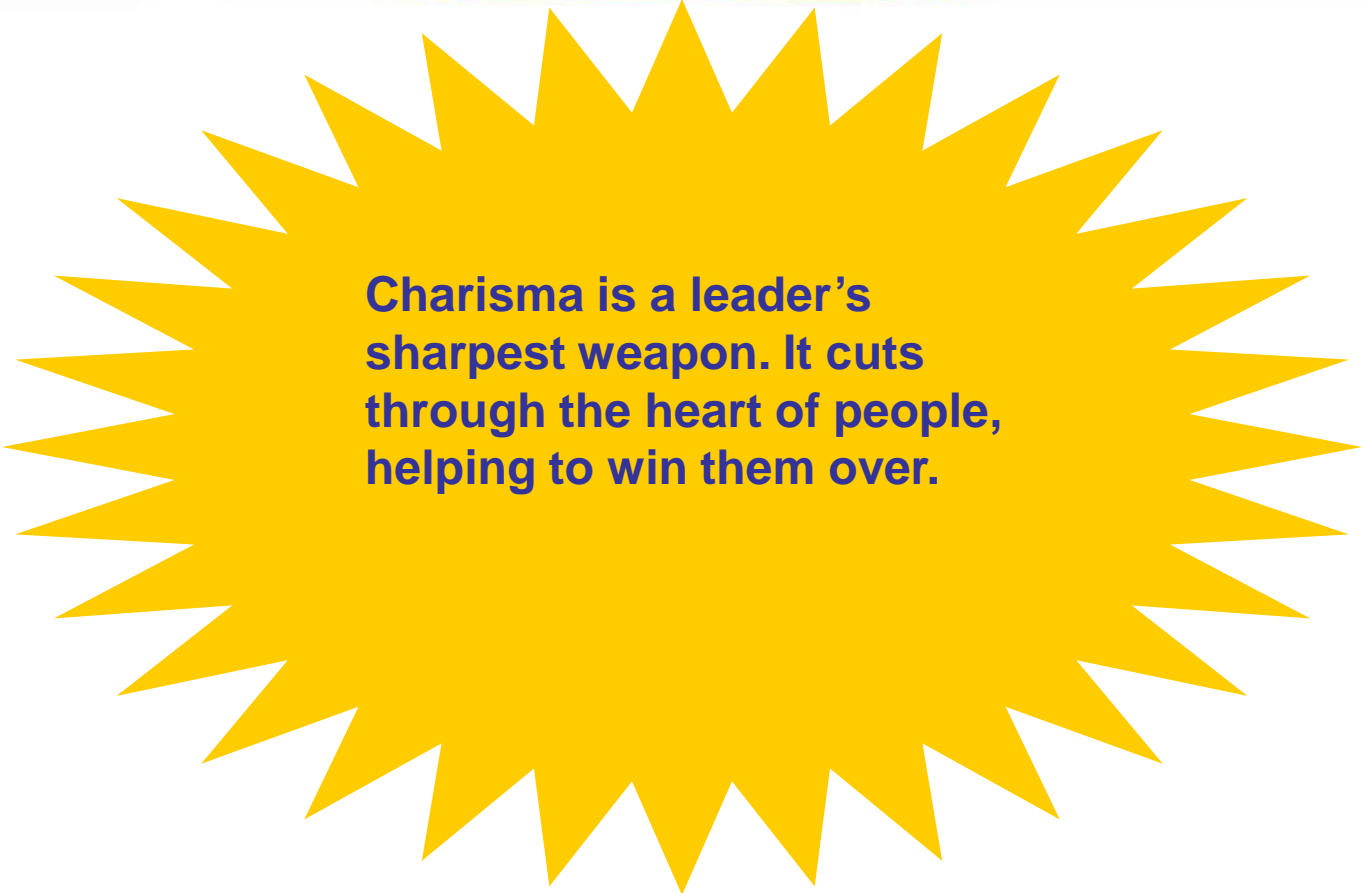

When we see charisma, we feel it

- When you see someone who has charisma, we immediately feel the presence
- Without realizing it, we start resonating their emotions

- **A charismatic person has two attributes:**
 - They feel emotions quite strongly
 - They induce them in others



Think of the most popular man/woman around you!



**Charisma is a leader's
sharpest weapon. It cuts
through the heart of people,
helping to win them over.**



So what can help us be blessed like this with charisma?

- 3 routes
- 1 trick

Route 1: Enjoy your company

- **Behave as if you are the biggest showman on earth**
 - Be comfortable with yourself
 - Be interesting every moment
 - Do not take yourself too seriously
- **Have a presentational hook**
 - Do not be boring even for boring questions
 - Be a magician
- **Exercise: Observe how Obama enjoys himself and the crowd**



Route 2: Enjoy their company

Take a moment. Think about that person who made you feel special. What did he do?

- He made you feel special. He spoke your language.
- All of us have a magnet that is turned towards us. Time to turn it towards others.
- Think about how to interest each person
- Be attracted to them
- Listen, ask questions
- **Exercise: Watch Lady Diana in YouTube**

Route 3: Play it REALLY BIG

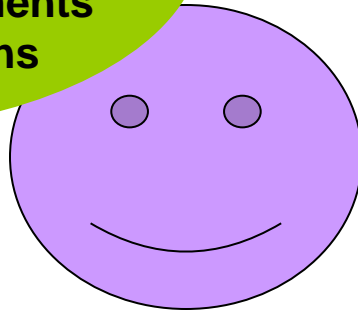
- A charismatic person never plays it small
 - Bigness of thinking
 - Bigness of gestures
 - Bigness of confidence
- Bigness sets you apart.
- A lot of us shy away from big goals for fear of failure. But in audacious goals, even failure makes you attractive. So don't be afraid of failures.
- Its your life. Play it BIG

- Exercise: Watch Martin Luther King's 'I have a dream' speech in YouTube

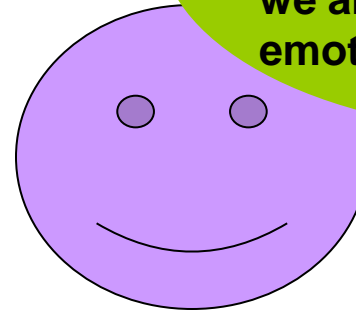


Trick 1: Mirroring

What is it? It is nothing but copying the other person's physical mannerisms, movements and facial expressions



Why does it work? External awakens internal rule. When we copy physical gestures, we are actually copying emotional gestures



Mirroring normally happens in social interactions

If used consciously, we can effectively build our charisma

We have an innate tendency of liking those who are like us

Being liked is all about being like them. Be like them to like us

Inflammable. Do not misuse

- Bill Clinton: With charisma you can indulge in dangerous things for yourself
- Adolf Hitler: With charisma you can do dangerous things for the society
- So, play it safe

Leadership Takeaway

Charm them. Sweep them off their feet.

- 1) Enjoy your company
- 2) Enjoy their company
- 3) Play it really BIG
- 4) Practice mirroring