

Charisma Unmasked

Unlocking the Power of Presence and Emotional Intelligence



Focus on: **The Manager** ☒ **The Specialist** ☐ **Spotlight Programme** ☒ **Hands-on Skills** ☒



Course Overview

Charisma is often seen as an innate gift, but in reality, it is a set of skills that can be learned, developed, and refined. This highly interactive workshop breaks down the components of charisma and equips participants with the tools to become confident, persuasive, and inspiring communicators.

For sub-Saharan African professionals, charisma and emotional intelligence are powerful assets for influencing stakeholders, mobilizing resources, and leading organizations through periods of rapid growth and transformation. This course provides the techniques to project confidence, build trust, and inspire action across borders and sectors.

Through the practical application of Neuro-Linguistic Programming (NLP) and Emotional Intelligence (EI), participants will develop the presence and interpersonal skills needed to represent African enterprises and initiatives on the global stage. By combining theory with experiential learning, the course ensures professionals can practice and master the art of authentic, impactful leadership.

Course Objectives		This Course is ideal For:	
1	To study charismatic people and recreate the tools and models they use	✓	Leaders and professionals who want to grow in personal power, authenticity, and integrity
2	To examine a model for determining values and motivation	✓	Managers seeking to communicate more effectively with others
3	To provide insights into thinking styles and language patterns	✓	Individuals aiming to motivate themselves and inspire their teams
4	To understand verbal and non-verbal communication	✓	Professionals wishing to develop positive, constructive thinking habits
5	To consider how to use enhanced communication skills	✓	HR and culture champions focused on creating emotionally healthy, productive workplaces with an open, positive culture
6	To put yourself in others shoes in order to understand them more completely		
7	To recreate communication excellence again and again		

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8	To create trust and rapport with friends, colleagues and total strangers		
9	To understand the laws of attraction		
10	To massively increase your leadership skills		

Course Content

Day	Theme	Coverage
1	Unmasking Charisma	<ul style="list-style-type: none"> What is charisma: myth vs. reality Components of charismatic behaviour Introduction to NLP & Emotional Intelligence Self-awareness: discovering your authentic presence The laws of attraction and first impressions
2	The Language of Influence	<ul style="list-style-type: none"> Verbal and non-verbal communication mastery Understanding thinking styles and language patterns Reading body language and subtle emotional cues Building rapport and trust with colleagues and clients Persuasion and influence skills
3	Charismatic Leadership in Action	<ul style="list-style-type: none"> Studying charismatic leaders: tools and models they use Emotional Intelligence in leadership Inspiring and motivating others Leading with confidence to create followers Overcoming resistance and handling conflict
4	Communication Excellence	<ul style="list-style-type: none"> Advanced communication strategies Presentation and public speaking mastery Storytelling for impact and memorability Questioning and listening skills Recreating communication excellence again and again
5	Integration & Application	<ul style="list-style-type: none"> Creating well-formed outcomes and action plans Practicing charisma in real-life scenarios (role plays, coaching, feedback) Maintaining motivation and emotional balance under pressure Flexibility and adaptability in changing environments Personal action planning for lasting growth

Course Assessment

Certification

Participants will be assessed on:

- Participation in sessions
- Completion of exercises & case studies
- Performance in assessments

Upon successful completion of the course, participants will receive a **Certificate of Successful Completion**, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.

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Course Instructor

This internationally-acclaimed speaker has over 25 years of experience in teaching human behaviour and communication. He has delivered innovative development courses to a wide range of organisations throughout the UK, USA, Europe, Asia and the Middle & Far East.

His background is both intriguing and impressive: after undertaking his degree he worked in journalism for national newspapers and the BBC. He then rose to become a senior officer in the Merchant Navy, and thereafter he held commercial and training roles in several famous-name blue-chip organisations.