

The Power of Presence and Emotional Intelligence

Charisma Unmasked



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.

Through the practical application of **Neuro-Linguistic Programming (NLP)** and **Emotional Intelligence (EI)**, participants will explore how to enhance their personal presence, master both verbal and non-verbal communication, and build authentic trust and rapport with others. The course combines theory with experiential exercises, ensuring that participants not only learn the models of charismatic behaviour but also practice and embody them in real situations.

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		
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

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		<ul style="list-style-type: none"> • 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
<p>Participants will be assessed on:</p> <ul style="list-style-type: none"> Participation in sessions Completion of exercises & case studies Performance in assessments 	<p>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.</p>

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.