

October/November/December 1993

TO: Executive Addressed

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RE: Secrets of the Charismatic Manager: Persuasive/Inspirational Speaking

The manager who can communicate verbally will be the executive with a career. The executive who can lead charismatically is a future leader. A charismatic leader has to be a verbal visionary.

Employees, audiences, neighbors, even opponents, hope for and expect leadership. They want those who lead or manage them to be wise, persuasive, even inspirational. Why else would they participate, follow, or take action? Leadership's principal component is verbalized vision. There are four verbally visionary styles: positive, negative, blah, and charismatic. You control the type of leader you are.

Leaders who inspire and persuade, change minds, and influence attitudes and behavior, do it mostly by how they verbalize the idea, concept, and goal components of their vision. The verbal combination of inspiration and persuasion is a more powerfully positive, motivational force than almost any other form of communication. Based on coaching and teaching thousands of executives and managers, I've noticed ten Action Attitudes verbally visionary leaders use to be motivational, inspirational, or charismatic. Using them will help you, too, become a charismatic manager.

INSPIRATION:

1. Projection (Speak with energy, concentration, and focus.)
2. Inflection (Use various pitches and levels of voice to add color to your words.)
3. Emotion (Put feeling in your words.)
4. Articulation (Speak slowly, cleanly, and clearly. Clarity convinces.)
5. Motivation (Move listeners with the emotional power of your thoughts and ideas. Use relevant stories.)
6. Conviction (Convince with concrete and useful ideas and examples.)

PERSUASION:

7. Admission (Acknowledge a problem or issue so the audience can focus on it.)
8. Explanation (If the audience can't care about it, you won't have listeners. If you don't have listeners, you don't have an audience to take action with or for you.)
9. Direction (Force your audiences to choose for their own benefit or yours.)
10. Action (Move your audience with the power and emotion of your words to accomplish the tasks you've set out for them.)

How will you know if you're successful? There will be at least four indicators:

1. Those who hear you will tell you, and they will tell others about you.
2. You will feel it as it happens.
3. You will be quoted and the stories you tell repeated, widely.
4. People will take action and accomplish what you suggest and support.

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