

# *Projecting Charisma: Turning Subordinates Into Followers*

## **Description**

Throughout history, there have been leaders who have been larger than life—they generate followers, some of whom follow the leader's example long after that person has died.

Not only do the truly great know how to act in a charismatic fashion, but they have an ethically sound philosophy that helps attract people to them. and have **learned the difference between wisdom and knowledge.**

We will **study great leaders** who have made their mark on history—political leaders such as Gandhi and Martin Luther King, and charismatic business leaders such as Steve Jobs. And we will **focus on the behaviors** necessary to be perceived as charismatic by others.

## **Goals & Objectives**

- Why charisma is so influential
- Ways it can be increased.
- Learn techniques of modeling charismatic leaders.
- Critique behaviors associated with charisma
- Understand why ethics are critical to making this source of influence work.
- How wisdom differs from knowledge.
- Define one's ethical principles

## **Detailed Topic Outline**

- ➔ Charisma
  - Mechanisms
  - Elements to build
- ➔ The Wise Leader
  - The Nature of Wisdom
- ➔ Ethics Discussion