

# Creating charisma with NLP

with  
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“think  
learn?  
succeed”

**Charisma** is a quality that draws people to you. This makes it a powerful tool for influencing others.

NLP (Neuro Linguistic Programming) experts have studied the behaviours of naturally charismatic speakers. They say you'll increase the impact of speeches and presentations by taking the following four steps:

## 1. Start with a description of what people will carry away

This makes them sit up and listen. After all, what you're saying is going to benefit *them*.

## 2. Connect to everyone by talking about 'universal experiences'

These are situations that most people in your audience will be familiar with – e.g. being stuck in a traffic jam or trying on a new pair of shoes.

## 3. Appeal to visual, kinaesthetic and auditory learners

Use words which mirror the three ways people process information. For example:

- Visual words include “see, vision, reflect, sparkle, paint a picture, oversight, stare, radiate, focus”
- Kinaesthetic words include “point, feel, happy, get hold of, break, catch up, grasp, activate, glad”
- Auditory words include “hear, silence, call, acclaim, announce, ring a bell, tune in, tone, speaks”

## 4. Always talk positively about yourself

Never make comments that undermine your credibility. The language you use is incredibly powerful. So make sure it is positive and highlights your strengths.

## Read More About It

**Laborde, G: 2004 Influencing With Integrity**

Want an accessible introduction to NLP? That's what you'll find in this book. It's full of wise words from a master of NLP. Flick through it and learn how to increase your personal influence, recognise others' thinking patterns and make your meetings go places quickly. Another highlight of this book is the quirky cartoons Laborde uses to explain key principles of NLP. You'll love reading this original and entertaining manual.

Eleanor Shakiba, Director  
**Think Learn Succeed**

**Book Eleanor to run a course for your team  
Call 0433 126 841 for quotes and bookings**