**Video Title:** Seven Qualities of a Charismatic Leader

**Video URL:** [**https://www.youtube.com/watch?v=MI6dEuJFjSk**](https://www.youtube.com/watch?v=MI6dEuJFjSk)

**Run Time/Source:** 5:56, Charisma School/YouTube

**Close Caption Available:** Yes

Charismatic leadership is covered in pages 238-241 of the textbook. Developing the seven qualities of a charismatic leader described in this video would help a person become charismatic, or further develop his or her charisma. The seven qualities are as follows: (1) Strength of personality (includes passion). (2) Vision (must include a compelling description of where you are headed. (3) Simplified speech (understandable speech that includes anecdotes and stories). (4) Strong feelings (a leader’s strong feelings are transmitted to others). (5) Creation of emotional bonds (charisma is an emotional relationship between the leader and followers). (6) Search for the spotlight (the charismatic leader stays on stage, and wants to be recognized). (7) Claims higher principles (a good charismatic is highly moral and ethical).

*Questions for Thought and Discussion*

1. How well do these qualities of charismatic leaders fit the attributes mentioned in skill-development exercise 11-2 on page 241, and the rest of the discussion of charisma in the FOB textbook?

2. Based on the list in the video, make one key point of differentiation between a charismatic leader and a servant leader.

3. Explain which one or two of the seven qualities listed in the video you think it would be the most feasible for most aspiring leaders to develop.

4. Why is the creation of emotional bonds with constituents an important part of being a charismatic leader?

5. The video speaker says that the training organization (charismaschool.com) he represents is the only place one can learn to be charismatic. What do you think of his claim?