

Charismatic Leadership Tactics

Frame

Metaphor / Simile

Metaphor: Word or phrase describing something by comparing it to something else.

Simile: A comparison using "like" or "as".

"Chaos is a friend of mine."
(Bob Dylan)

Rethorical Question

Question that is asked to create an effect or make a statement, not to gather information.

"How can you expect me to change an engine in a plane midflight?"
(Antonakis et al., 2012)

Stories / Anecdotes

Generally refers to particular places, events, characters. Has a plot and/or resolution. Do not need to be true.

"I remember when I used to sit on my dad's lap while he drove around town delivering mail." (Chris Heckmann)

Contrast

Figure of speech in which one idea is opposed to another one.

"People don't buy what you do, people buy why you do it." (Simon Sinek)

List / Repetition

Lists have three to five parts and can be explicit or implicit. Repetition is the repetition of a word or phrase two or more times.

"The air was thick with doubt, anticipation, and fear." (Barack Obama)

Frame

Substance

Moral Conviction

Personal statement of values or assessment of a situation that is value-laden. Often asserts right from wrong.

"We all matter - maybe less than a lot but always more than none." (John Green)

Sentiment of the Collective

Statement of what one believes the followers are thinking, feeling, or aspiring to.

"You might be afraid to invent a story :)"

Ambitious Goal / Setting High Expectations

Explicit goal-setting for followers that is ambitious, often specific.

"I am highly confident that the company will land humans on Mars in about six years from now." (Elon Musk)

Confidence that Goals can be Achieved

Statement that the speaker believes goals can be achieved.

"Yes we can." (Barack Obama)

Substance

Deliver

Animated Voice Tone

Raising and / or lowering voice pitch or volume; intentional pauses in speech.

Rising to a crescendo (speaking louder) at an important point.

Facial Expression

Expressions such as smiling, frowning, and laughing used to demonstrate emotion.

Maintaining eye contact with listeners.

Body Gestures

Hand, arm, or body movements used to emphasize a point.

Waving a hand to draw attention.

Unconventional Behavior

Refers to actions that deviate from societal norms or expectations.

Jumping on a desk during a meeting.

Humor

Entertainment or communication that uses wit, irony, or absurdity to create amusement.

"If I do die on Mars, I just don't want it to be on impact." (Elon Musk)

Deliver