

# Charismatic Leadership Tactics

**Frame**

Metaphor / Simile	Rethorical Question	Stories / Anecdotes	Contrast	List / Repetition
<p><b>Metaphor:</b> Word or phrase describing something by comparing it to something else.</p> <p><b>Simile:</b> A comparison using "like" or "as".</p> <p>"Chaos is a friend of mine." (Bob Dylan)</p>	<p>Question that is asked to create an effect or make a statement, not to gather information.</p> <p>"How can you expect me to change an engine in a plane midflight?" (Antonakis et al., 2012)</p>	<p>Generally refers to particular places, events, characters. Has a plot and/or resolution. Do not need to be true.</p> <p>"I remember when I used to sit on my dad's lap while he drove around town delivering mail." (Chris Heckmann)</p>	<p>Figure of speech in which one idea is opposed to another one.</p> <p>"People don't buy what you do, people buy why you do it." (Simon Sinek)</p>	<p>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.</p> <p>"The air was thick with doubt, anticipation, and fear." (Barack Obama)</p>

**Substance**

Moral Conviction	Sentiment of the Collective	Ambitious Goal / Setting High Expectations	Confidence that Goals can be Achieved
<p>Personal statement of values or assessment of a situation that is value-laden. Often asserts right from wrong.</p> <p>"We all matter - maybe less than a lot but always more than none." (John Green)</p>	<p>Statement of what one believes the followers are thinking, feeling, or aspiring to.</p> <p>"You might be afraid to invent a story :)"</p>	<p>Explicit goal-setting for followers that is ambitious, often specific.</p> <p>"I am highly confident that the company will land humans on Mars in about six years from now." (Elon Musk)</p>	<p>Statement that the speaker believes goals can be achieved.</p> <p>"Yes we can." (Barack Obama)</p>

**Deliver**

Animated Voice Tone	Facial Expression	Body Gestures	Unconventional Behavior	Humor
<p>Raising and / or lowering voice pitch or volume; intentional pauses in speech.</p> <p>Rising to a crescendo (speaking louder) at an important point.</p>	<p>Expressions such as smiling, frowning, and laughing used to demonstrate emotion.</p> <p>Maintaining eye contact with listeners.</p>	<p>Hand, arm, or body movements used to emphasize a point.</p> <p>Waving a hand to draw attention.</p>	<p>Refers to actions that deviate from societal norms or expectations.</p> <p>Jumping on a desk during a meeting.</p>	<p>Entertainment or communication that uses wit, irony, or absurdity to create amusement.</p> <p>"If I do die on Mars, I just don't want it to be on impact." (Elon Musk)</p>

**Frame**

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