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Future leaders and teachers must be charismatic

Orlando Business Journal - July 6, 2007 by [Mary Gardner](#)

The video age is upon us, but it is coming from the Internet and not TV.

TV networks are losing ground every day and are scrambling to find those personalities that they can build a brand around. They realize that they must secure an audience that is clicking through the channels.

If you've noticed, female news anchors are becoming more beautiful and sexy to keep our attention, and the males are becoming more outlandish in their behavior to keep the ratings alive. Without ratings, everyone is dead in the water.

It is only a matter of time before the average person becomes so bored that no one can hold his attention. Imagine the plight of the boring professor. How is he ever going to keep the attention of those listening or watching his performance? If he or she has a monotone voice, the student's brain has been trained to switch channels. If the person has no dynamic personality to keep them engaged, the student will quickly find alternate ways to research the material.

Currently, many games are being designed to teach everything from social skills to memory. Entertainment and education are starting to merge. How long will it be before Steven Spielberg and Spike Lee are hired to teach university classes through interactive movies?

The likelihood of board members, Wall Street or employees staying tuned into a boring CEO is soon going to be a thing of the past. We saw how charisma made politicians like Ronald Reagan, who was embraced and loved for his likeable communication style. We saw how Jack Welch, the former leader of GE, turned the company around because of his ability to motivate his team.

Now, with the video blogging, our CEOs and politicians will soon be followed around 24/7 and we'll be able to experience a whole range of their personalities, and not just in sound bites on the news or in press releases.

And now with our country turning more and more to the video age and we'll be sitting at our desks with cameras attached to all of our computers, and we'll be regularly interfacing with our customers and our CEOs or politicians will be making daily or hourly updates via video on their own channel.

As I see it, learning how to build charisma takes on added importance. More leaders are seeking coaching on how to "look and act the part" and how to motivate others with snappy motivational quotes and conversation skills. These leaders practice things like how to "cast a vision" for their company. Additionally, they are seeing a greater need for good interpersonal and public speaking skills so they're deemed as dynamic.

The CEO Of the future will have energy and enthusiasm. Whether it is natural or developed isn't
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important. He or she will have to have it in order to compete in the market place. Additionally, they'll have to speak passionately about their causes because the consumer will almost exclusively buy from and work with those who have a corporate conscious.

The video age has dawned. Are you rolling with the tides and buffing up your skills in the process? Or, are you going to watch others run right past you as they buff up their skills by practicing in front of a live camera, by speaking in front of groups, or by livening up your social skills.

Forget the days of brains beating out beauty. We're in a new era now. So roll up your sleeves, color your hair and flash your best smile, you're on camera.

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