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CHARISMA - PERSUASIVE FACTOR IN LEADERSHIP

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Leadership means influence, that influence that motivates people to achieve the goals of the organization. Persuasion is considered the art of persuading the other, bringing appropriate arguments, without pressure. A successful leader needs to know and apply the principles and techniques of persuasion, which will ensure both job performance and the formation

of effective, lasting relationships. Charisma for the leader becomes a new ingredient that attracts new followers and also increases success.

In this paper the authors explore the subject of charisma development and the behaviors associated with a charismatic leader, demystifying the myth that charisma is a mysterious trait reserved for the chosen few. The authors emphasize that charisma is a skill that can be developed, highlighting seven essential behaviors that can be cultivated to become a more influential and inspiring leader. These behaviors include communication fluency, self-confidence, presence, authenticity, courage, passion, and poise.

This article offers a practical way to improve personal charisma, promoting charismatic leadership as a means of positive influence and inspiration, not only in the organizational environment, but also in personal life.

Key words: charisma, charismatic effect, persuasion, leadership, leader, advantages.