

CHARISMA & CREDIBILITY

➔ How Effective Are you as a Persuader?





TODAY'S FOCUS: WHO YOU ARE



- **Credibility vs. Charisma**
- **Building Your Credibility Ladder**
- **Analyzing Real Communicators**
- **Practicing Transparency Under Pressure**

Goal:

Understand how to build trust & connection

WHAT IS CREDIBILITY?

CREDIBILITY = Being Trusted and Believed

When you have credibility:

- ➔ People believe what you say
- ➔ They trust your expertise
- ➔ They think you're reliable
- ➔ They respect your knowledge

KEY WORD: TRUST



WHAT IS CHARISMA?

CHARISMA = Being Liked and Creating Connection
When you have charisma:

- ➔ **People enjoy being around you**
- ➔ **They feel comfortable with you**
- ➔ **They feel valued by you**
- ➔ **They want to listen to you**

KEY WORD: CONNECTION



HUMAN SPECTRUM ACTIVITY



One Wall = High Credibility

Opposite Wall = High Charisma

Middle Wall = Both Equal

INSTRUCTIONS:

1. Listen to each scenario.
2. Move to the position that matches your assessment

Scenario 1:

"Dr. Martinez is a surgeon with 20 years of experience and excellent success rates. She's published 40 research papers. However, she's very serious, formal, and doesn't smile much. Patients respect her but don't feel comfortable talking to her."

Read the Scenario.

Move to the location in the room--

**High Credibility, High Charism, Equal Credibility & Equal Charism--
that best matches your assessment of the individual**

Scenario 2:

"Jamie works at a phone store. He's incredibly friendly, remembers everyone's name, tells great jokes, and makes customers laugh. However, he often doesn't know the technical specifications of phones and has to ask his manager for answers."

Read the Scenario.

Move to the location in the room--

**High Credibility, High Charism, Equal Credibility & Equal Charism--
that best matches your assessment of the individual**

Scenario 3:

"Principal Chen has been an educator for 30 years. She knows every student's name, asks about their families, and creates a warm school environment. She also has a PhD in education and stays current on the latest research. Teachers and parents both trust and like her."

Read the Scenario.

Move to the location in the room--

**High Credibility, High Charism, Equal Credibility & Equal Charism--
that best matches your assessment of the individual**

Scenario 4:

"Marcus is a car salesman. He's extremely knowledgeable about every car feature, fuel efficiency, and safety rating. He can answer any technical question. But he talks in a monotone voice, avoids eye contact, and seems uncomfortable with people."

Read the Scenario.

Move to the location in the room--

**High Credibility, High Charism, Equal Credibility & Equal Charism--
that best matches your assessment of the individual**

Scenario 5:

"Elena volunteers at a community center. She doesn't have formal training, but she's warm, enthusiastic, and makes everyone feel welcome. People love being around her energy and optimism."

Read the Scenario.

Move to the location in the room--

**High Credibility, High Charism, Equal Credibility & Equal Charism--
that best matches your assessment of the individual**

Scenario 6:

"Professor Williams is an expert historian who has written five books. She's also known for her engaging lectures, humor, and genuine care for her students. Former students stay in touch with her for years."

Read the Scenario.

Move to the location in the room--

**High Credibility, High Charism, Equal Credibility & Equal Charism--
that best matches your assessment of the individual**

"Who felt most persuasive?"

The credible people, charismatic people, or both?"

"When would you want JUST credibility?"

"When would you want JUST charisma?"

"When do you need BOTH?"

CREDIBILITY + CHARISMA =

HIGH Credibility + HIGH Charisma =

HIGH Credibility + LOW Charisma =

LOW Credibility + HIGH Charisma =

LOW Credibility + LOW Charisma =

YOUR GOAL:



CREDIBILITY + CHARISMA =

HIGH Credibility + HIGH Charisma = **Maximum persuasive power**

HIGH Credibility + LOW Charisma =

LOW Credibility + HIGH Charisma =

LOW Credibility + LOW Charisma =

YOUR GOAL:



CREDIBILITY + CHARISMA =

HIGH Credibility + HIGH Charisma = **Maximum persuasive power**

HIGH Credibility + LOW Charisma = **Respected but distant**

LOW Credibility + HIGH Charisma =

LOW Credibility + LOW Charisma =

YOUR GOAL:



CREDIBILITY + CHARISMA =

HIGH Credibility + HIGH Charisma = **Maximum persuasive power**

HIGH Credibility + LOW Charisma = **Respected but distant**

LOW Credibility + HIGH Charisma = **Likeable but not trusted**

LOW Credibility + LOW Charisma =

YOUR GOAL:



CREDIBILITY + CHARISMA =

HIGH Credibility + HIGH Charisma = **Maximum persuasive power**

HIGH Credibility + LOW Charisma = **Respected but distant**

LOW Credibility + HIGH Charisma = **Likeable but not trusted**

LOW Credibility + LOW Charisma = **No persuasive power**

YOUR GOAL:



CREDIBILITY + CHARISMA =

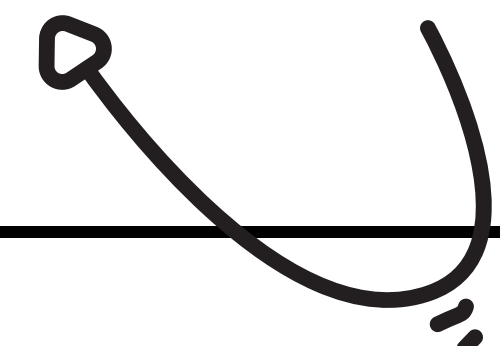
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LOW Credibility + HIGH Charisma = **Likeable but not trusted**

LOW Credibility + LOW Charisma = **No persuasive power**

YOUR GOAL: BUILD BOTH!



HOW TO BUILD CREDIBILITY:

- 1. PERSONAL STORYTELLING--Share your authentic experience with the problem
- 2. EMPIRICAL EVIDENCE--Provide facts, data, proof that it works
- 3. TRANSPARENCY--Admit limitations and be honest about challenges
- 4. RELIABILITY--Follow through consistently over time



FOUNDATION #1: PERSONAL STORYTELLING

Show You Understand the Problem

Example:

✗ "I created this app because apps are popular."

✓ "As a working mother, I missed my daughter's science fair because I forgot. That pain motivated me to create this calendar app."

Why it works:

Shows genuine concern and real experience

FOUNDATION #2: EMPIRICAL EVIDENCE

Provide facts and proof

Types of evidence

Statistics: "85% of users reported improvement"

Research: "According to a 2024 Harvard study..."

Test results: "We tested with 50 families for 3 months"

Expert opinions: "Nutritionists recommend..."

Why it works:

Proves it actually works, not just sounds good

FOUNDATION #3 TRANSPARENCY

Admit Limitations (This INCREASES Trust!)

Example:

✗ "This product solves ALL problems for EVERYONE!"

✓ "This works best for families with children ages 5–12. If your children are teenagers, you might need a different solution."

Why it works:

Shows honesty over making a sale

FOUNDATION #4: RELIABILITY

Follow Through Consistently

Show reliability through:

Being prepared and organized

Knowing your facts and numbers

Answering questions confidently

Having thought through details

Why it works:

People can depend on you over time

ACTIVITY: BUILD A CREDIBILITY LADDER

Your group will create a ladder showing how someone builds trust OVER TIME.

Required:

- At least 5 rungs (steps)
- Each rung = specific action (storytelling, empirical evidence, transparency, reliability)
- Label which foundation it uses
- Show progression from bottom (low trust) to top (high trust)

Example: New Teacher "Ms. Lopez just started teaching at a new school. Students don't know her yet. How does she build credibility over time? Create a ladder showing steps from Day 1 (no credibility) to End of Year (high credibility)."

GROUP 1: New Neighbor "A family just moved to a new neighborhood. Nobody knows them. How do they build credibility with neighbors? Create a ladder from Week 1 (strangers) to 1 Year Later (trusted community members)."

GROUP 2: Small Business Owner "Antonio opens a new restaurant in town. Customers don't know if the food is good or if he's reliable. How does he build credibility? Create a ladder from Opening Day to 6 Months Later (established reputation)."

GROUP 3: Parent Volunteer "Sarah wants to volunteer at her child's school, but the school staff don't know her yet. How does she build credibility? Create a ladder from First Meeting to Trusted Volunteer Leader."

GROUP 4: Community Organizer "Marcus wants to organize a neighborhood clean-up day, but he's new to the area. How does he build credibility to get people to participate? Create a ladder from Newcomer to Respected Leader."

GROUP 5: Health Coach "Dr. Kim offers free health workshops at a community center. Attendees are skeptical about health advice. How does she build credibility? Create a ladder from First Workshop to Sought-After Expert."

**DRAW A LADDER WITH AT LEAST 5 RUNGS.
EACH RUNG REPRESENTS A STEP IN BUILDING
CREDIBILITY.**

Use the FOUR FOUNDATIONS:

- Personal storytelling (sharing authentic experiences)
- Empirical evidence (providing proof)
- Transparency (being honest about limitations)
- Reliability (following through consistently)

End of Year: "Students recommend her class to friends" – RELIABILITY

"Returns graded papers on time every week for 3 months" – RELIABILITY

"Admits when she doesn't know an answer, looks it up" – TRANSPARENCY

"Shows student work data proving her methods help" – EMPIRICAL EVIDENCE

Beginning of year: "Shares story of her own struggles learning English" – PERSONAL STORYTELLING

Example: New Teacher

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How does she build credibility over time?

Create a ladder showing steps from Day 1 (no credibility) to End of Year (high credibility).

New Neighbor A family just moved to a new neighborhood. Nobody knows them.

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Small Business Owner

Antonio opens a new restaurant in town. Customers don't know if the food is good or if he's reliable.

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Sarah wants to volunteer at her child's school, but the school staff don't know her yet.

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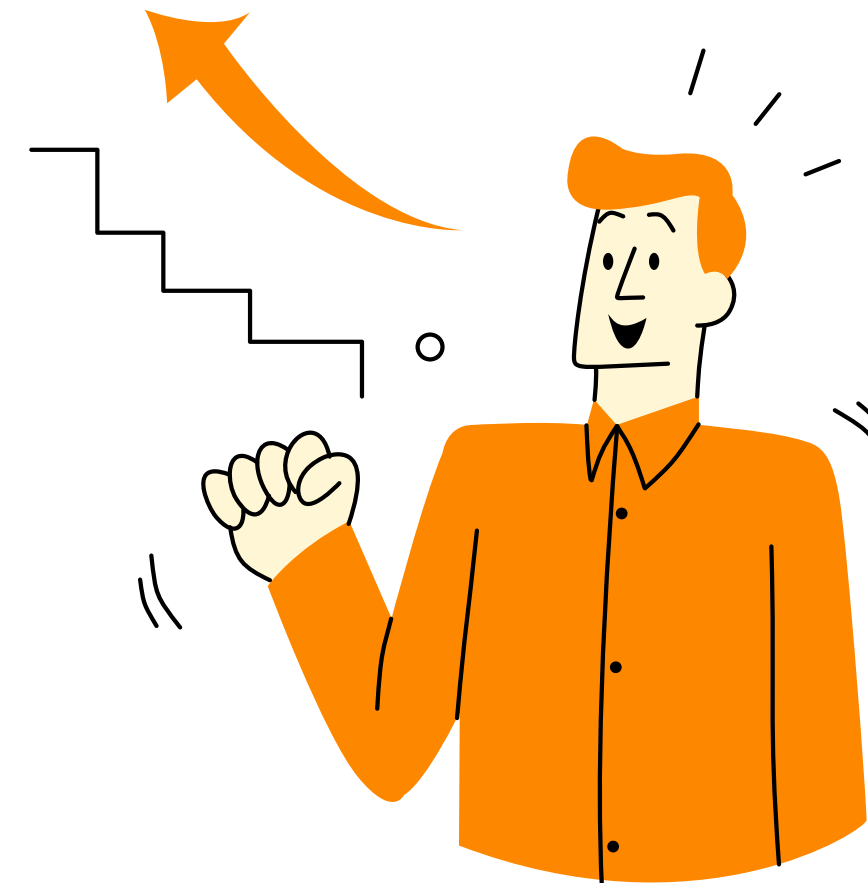
THE FOUR ELEMENTS OF CHARISMA

How to Build Charisma:

1. AUTHENTICITY Be genuinely yourself, not fake
2. WARMTH Make people feel valued and important
3. ACTIVE LISTENING Show you care about others' concerns
4. OPTIMISM Show positive energy and faith in possibilities

HOW TO BUILD CHARISMA:

- 1. **AUTHENTICITY** Be genuinely yourself, not fake
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- 4. **OPTIMISM** Show positive energy and faith in possibilities



ELEMENT #1: AUTHENTICITY

Be Yourself

- ✗ Using big words you don't normally use
- ✗ Copying someone else's style
- ✗ Pretending to be more confident than you are

- ✓ Speaking naturally
- ✓ Showing real passion
- ✓ Being honest about your feelings

Why it works:

People connect with real humans, not performances

ELEMENT #2: WARMTH

Make People Feel Valued

How:

- Smile genuinely
- Make eye contact
- Use people's names
- Express appreciation
- Be friendly and approachable

Why it works:

People want to help those who make them feel good

ELEMENT #3 - ACTIVE LISTENING

Show You Care About Others

Active Listening Means:

- Pay full attention
- Don't interrupt
- Ask clarifying questions
- Respond to what they **ACTUALLY** said
- Acknowledge their concerns

Why it works: People feel heard and respected

ELEMENT #4 - OPTIMISM

Show Positive Energy

Optimism ≠ Ignoring problems

Optimism = Focusing on possibilities and solutions

Example:

✗ "This problem is terrible and hopeless"

✓ "This is a real challenge, but I believe we can solve it, and I'm excited to show you how"

Why it works: Positive energy is contagious

WHEN TO EMPHASIZE CREDIBILITY

Emphasize CREDIBILITY when:

- Audience is skeptical or resistant
- Stakes are high (expensive, important decision)
- Audience uses central processing (thinking carefully)
 - Audience is cerebral or pragmatic types
 - You're addressing concerns or objections

Example: Convincing parents to try new educational approach

WHEN TO EMPHASIZE CHARISMA

Emphasize CHARISMA when:

- Building initial connection
- Audience is open and friendly
- Creating enthusiasm and excitement
- Audience uses peripheral processing (quick decision making)
- Audience is humanistic or intuitive types

Example: Introducing yourself to new neighbors

TO BE A PERSUASIVE COMMUNICATOR, YOU NEED BOTH CREDIBILITY AND CHARISMA

- CREDIBILITY** so people TRUST you
- Personal connection to problem or proposal
 - Evidence your idea works
 - Honest about limitations
 - Well-prepared

- CHARISMA** so people LIKE you:
- Authentic passion
 - Warm and friendly
 - Listen to their questions
 - Positive energy

Both = Maximum persuasive power!

CASE STUDY ANALYSIS ACTIVITY

Activity: Who Would You Trust?

In your groups:

1. Read 6 case studies of different communicators
2. Evaluate each person's credibility on a scale from 1 (low) to 5 (high)
3. Evaluate each person's charisma 1 (low) to 5 (high)
4. Identify which foundations/elements they have
5. Decide: Would YOU be persuaded by this person?

Time: 13 minutes

DISCUSSION QUESTIONS

After Case Study Analysis:

- Who would you hire as a doctor?
- Who would you want as a friend?
- Who would you want as a teacher?

Key Insight: You can succeed with JUST credibility or JUST charisma in SOME contexts. But for maximum persuasion, you need BOTH.

THE HARDEST PART: TRANSPARENCY UNDER PRESSURE

Transparency is EASY when everything is going well.

Transparency is HARD when:

- Someone criticizes you
- Someone questions your idea
- Someone points out problems
 - You feel defensive

Today: Practice staying transparent when it's hard

POOR VS. GOOD TRANSPARENCY

Scenario: "This product won't work. Too complicated."

✗ POOR (Defensive):

"You're wrong! It's not complicated!"

✓ GOOD (Transparent):

"That's a fair concern. I have to admit our first prototype WAS too complicated. Beta testers told us the same thing. So we simplified it significantly. Let me show you the improvement."

What's the difference?

TRANSPARENCY RESPONSE STEPS

Four Steps to Handle Criticism Transparently:

STEP 1: LISTEN

Don't interrupt. Let them finish completely.



STEP 2: ACKNOWLEDGE

"That's a fair concern..."

"You're right that..."



STEP 3: RESPOND

Address their actual concern honestly

Admit problems, explain solutions



STEP 4: CHECK

"Does that answer your question?"



TRANSPARENCY ROLE-PLAY ACTIVITY

Activity: Practice Transparency Under Pressure

In pairs:

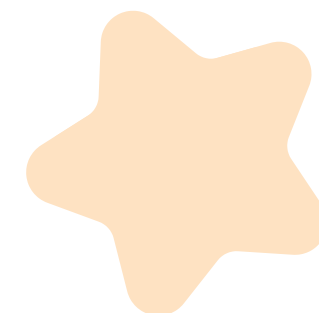
- Partner A = Pitcher (presenting product)
- Partner B = Critical Investor (raising objection)

Round 1: Practice with Scenario 1

Round 2: Switch roles, new scenario

Focus: Stay transparent, not defensive

Time: 12 minutes



HELPFUL PHRASES FOR TRANSPARENCY

Acknowledging:

- "That's a fair/valid concern..."
- "You're right that..."
- "I appreciate you raising that..."

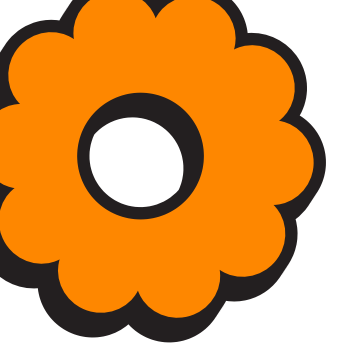
Being Honest

- "I have to admit..."
- "You've identified a real challenge..."
- "We struggled with this ourselves..."

Checking:

- "Does that help answer your concern?"
- "What else would you like to know?"





SELF-REFLECTION

Think About YOUR Strengths:

Write in your notebook:

★ – One strength I have in CREDIBILITY: _____

★ – One strength I have in CHARISMA: _____

★ – One area I want to IMPROVE: _____



TODAY'S KEY LEARNING:



- ✓ Credibility = Being trusted and believed
- ✓ Charisma = Being liked and creating connection
- ✓ You need BOTH for maximum persuasive power
- ✓ Build credibility through: storytelling, evidence, transparency, reliability
- ✓ Build charisma through: authenticity, warmth, listening, optimism
- ✓ Transparency **INCREASES** trust (even when admitting limitations)

