

Drawing People to You

All of us know people who change even a crowded room – because of their dynamic personality – when they enter it. They seem to have a natural magnetic attraction. They are charismatic. Charisma is defined in one dictionary as “a personal magic of leadership.”

As a leader in Life Care Centers of America or Life Care at Home, are people drawn to you?

John C. Maxwell, the popular author and speaker, observes: “Most people think of charisma as something mystical, almost undefinable. They think it’s a quality that comes at birth or not at all. But charisma is the ability to draw people to you. And like other character traits, it can be developed.”

How do you rate when it comes to charisma? Are other people naturally attracted to you? If not, Maxwell says it could be because you possess one of these roadblocks to charisma:

- *Pride*. Nobody wants to follow a leader who thinks he or she is better than everyone else.
- *Insecurity*. If you are uncomfortable with whom you are, others will be too.
- *Moodiness*. If people never know what to expect from you, they stop expecting anything.
- *Perfectionism*. People respect the desire for excellence, but dread unrealistic expectations.
- *Cynicism*. People don’t want to be rained on by someone who sees a cloud around every silver lining.

“If you can stay away from those qualities,” Maxwell said, “you can cultivate charisma.”

For Life Care and Life Care at Home, that means a foundation for building quality relationships – with associates and residents.

--Beecher Hunter