

**Abstract:****Leading with charisma**

**Research Question (RQ):** Human potential has endless possibilities. Can charisma be taught? What else makes a leader charismatic in the eyes of the followers?

**Purpose:** Purpose and goal of this research paper is to investigate if charisma is human potential that can be learned so leaders could use it to help the population in situations like crisis. We would like to confirm, that charisma is a capability and trait, which can be developed by who ever decides to do so.

**Method:** A descriptive approach was used to examine the theoretical content.

**Results:** To be charismatic means to influence others, connect with them, evoke trust. Charisma is efficient if the leader knows his mission, looks on life difficulties and problems as challenges, is able to be self critic, respects and appreciates others. In the eyes of the followers leader is perceived as charismatic when personal and business vision and goals are established, when present and in control of him/herself and others and in control of the situation. When the leader is showing respect to others and if necessary is decisive and consistent.

**Organization and society:** To unveil the charisma myth, as something god given and unattainable, to the leaders and general public was the aim of this paper. Charisma is not a privilege of some individuals. Leaders have to be aware that it is of most importance to discover this potential and use it for the greater good.

**Originality:** Development of personal charisma is a process, learned from early childhood onwards; some less acquainted with this set of skills can be helped with methods, technique and different approaches. Approaches from various authors are introduced.

**Limitations/Future Research:** This research paper was conducted on articles and books with the key word in title and abstract.

**Keywords:** charisma, vision, leader, follower, human potential.