

# Charismatic and Authentic Leadership Styles



Name

Course

Instructor

Date

# Introduction

- ❖ Organizations require effective leadership structures to manage the increased transformations.
- ❖ By changing followers' mindsets, motives, and values, firms can attain enhanced productivity.
- ❖ Charismatic and authentic styles motivate or engage subordinates to improve their performance; thus, this presentation highlights the elements of the two approaches.

## Similarities of the Two Styles

- ❖ Leaders utilizing the two approaches exude passion, express confidence on followers as well as possess desirable behaviors (Anderson and Sun 2017).
- ❖ In both styles, people lead by engaging the followers.

**Passion**

**Commitment**

**Desirable**

## Similarities of the Two Styles

- ❖ Leaders using the two approaches have dynamic personalities (Graham, Ziegert, and Capitano 2015).
- ❖ An authentic leader can possess the qualities of a charismatic person.
- ❖ The two leadership styles display inspiration, motivation, and individualized consideration.

# Differences Between Authentic and Charismatic Styles

## Charismatic Leadership

## Authentic Leadership

- ❖ Uses dominance management tactics to mislead followers.

- ❖ Focuses on the behavior of the manager.

- ❖ Includes an undesirable side to leadership, personalized person.

- ❖ Fosters self-awareness (Leroy et al. 2015).

- ❖ Centers on the leader's self-concept.

- ❖ Has a constructive or desirable implication.

# Differences Between Authentic and Charismatic Styles

## Charismatic Leadership

- ❖ Crafts messages or develop images that appeal to followers.
- ❖ Advances self-confidence through inspiring followers.
- ❖ Usually appeals on emotional levels (Anderson and Sun 2017).

## Authentic Leadership

- ❖ Offers positive role model (Graham et al. 2015).
- ❖ Develops self-assurance by knowing and articulating their values.
- ❖ Based on beliefs and intellect (Leroy et al. 2015).

# Application of Authentic Leadership in Organizations

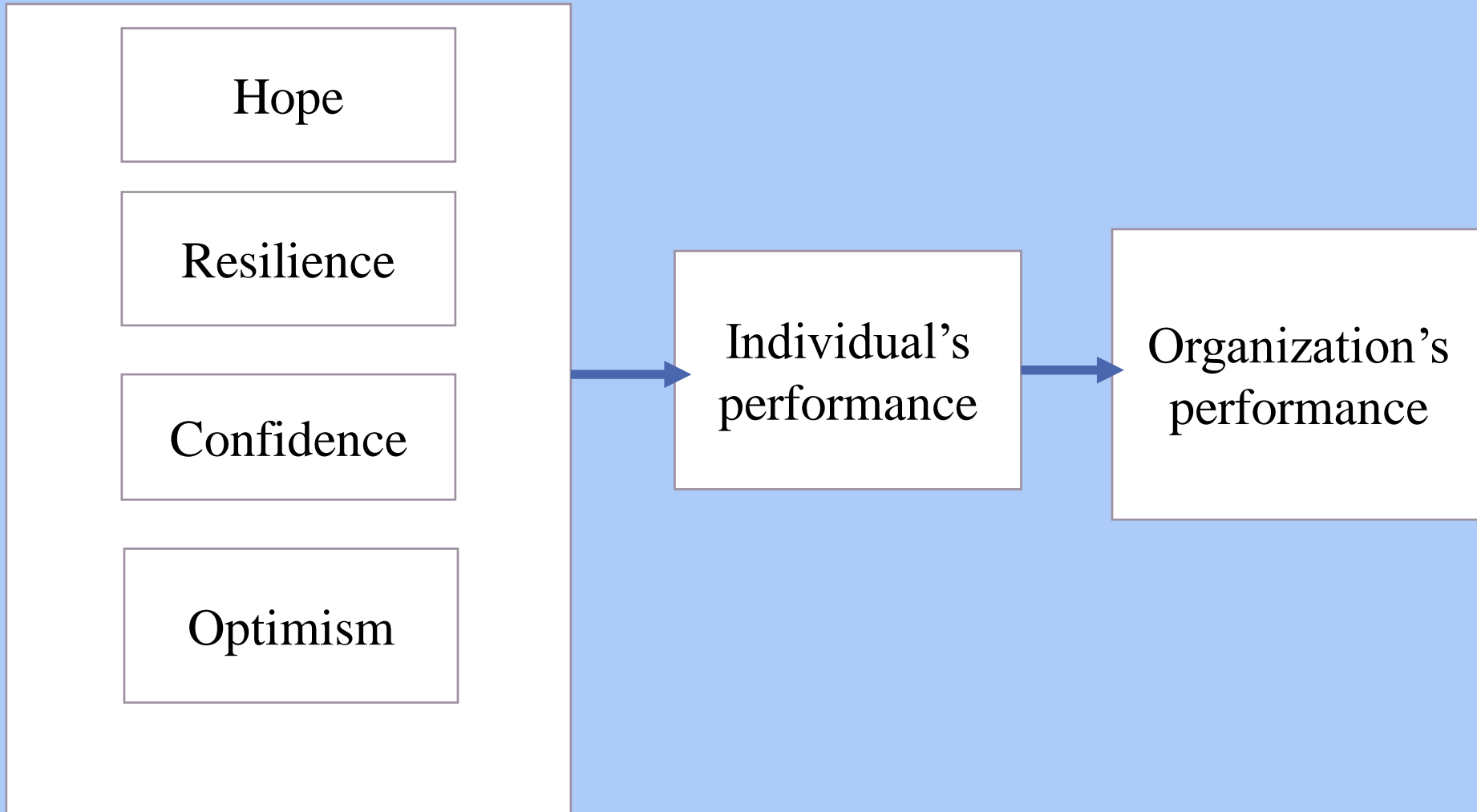


Fig. 1: How elements of authentic leadership lead to performance

# Application of Authentic Leadership in Organizations

- ❖ The style is tied to high values and purposes.
- ❖ Enhances organizational performance, as it focusses on ethical attitudes.
- ❖ The leaders using the approach concentrate on followers' strengths instead of their fragilities (Nichols and Erakovich 2013).
- ❖ People utilizing the style demonstrate confidence, resilience, and optimism.



# Application of Charismatic Leadership in Organizations

- ❖ Applicable to overseeing planned change or overhaul the systems of an organization.
- ❖ Managers can use it to strategically align firms with the environment (Nikoloski 2015).
- ❖ Used in difficult circumstances, particularly urgent structural turnaround.

## Conclusion

- ❖ The two styles motivate followers to attain shared goals.
- ❖ A charismatic manager may or may not be authentic.
- ❖ The authentic style is effective in enhancing performance.
- ❖ The charismatic approach is appropriate in overseeing planned change.

## Bibliography

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Thank You!!!