



# **The Charisma Myth: Summary of the Key Ideas - Original Book by Olivia Fox Cabane: How Anyone Can Master the Art and Science of Personal Magnetism**

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Charisma is not an innate ability or something that can be inherited. Contrary to common belief, it is a skill that can be learned. With the right techniques, anyone can increase their charisma and learn how to become a better leader, get ahead in their career or influence others in order to get the outcome they want.

Who should read this book:

- Leaders who want to learn how to influence others and set a good example.
- People interested in finding out how charisma works and how it can inspire others.
- Anyone who wants to learn how to adopt a more positive attitude and spread it to others.

In this summary:

Chapter 1: Charisma can help you to succeed in all areas of life

Chapter 2: Presence, power and warmth are required to become more charismatic

Chapter 3: Use the responsibility transfer technique to overcome anxiety and self-doubt

Chapter 4: Focus on the positive and utilize the power of imagination

Chapter 5: Train your mind to increase warmth

Chapter 6: The four different charisma styles

Chapter 7: Making a good first impression is crucial in order to become charismatic

Chapter 8: People with charisma are good listeners and speaker

Chapter 9: How you behave is more important than what you say

Chapter 10: Charisma is especially important in a crisis and should be used responsibly

Chapter 11: Final Summary

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