

## What a personality!

Some people have great charisma. They fill the room with their presence, are able to make others listen and know how to convince them. They give great scientific presentations, are effective networkers, get selected in job interviews more often, convince funding agency committees and have impressive careers. How do they do it? A charisma like Barack Obama can be taught!

In this course we investigate what charisma means and how we can improve it. We use scientific knowledge about the effects of body language and discover how to use it consciously. We will show the effects of pose, movement, gestures, and the tone and pitch of your voice. For instance, did you know that body language has a significant effect on whether applicants get hired or not? Do you know that power positions can instantly boost both your self-confidence and your performance?

We practice situations in which charisma is important, with a professional training actor. For instance: a presentation for a funding agency, a job interview, a network conversation, etc. Of course, you choose the situation you wish to practice. Know how to look credible, trustworthy, confident and likable and show the world who you really are!

### About the trainer

Mark van der Zwan and Bas Jansen are senior ElroyCOM trainers who base this course on scientific research on the effectiveness of non-verbal behaviour. ElroyCOM was founded in 2005 by Dr. E. Cocheret de la Morinière. ElroyCOM consists of more than 20 trainers and actors who are all academics and who specialize in training scientists. Please refer to [www.ElroyCOM.nl](http://www.ElroyCOM.nl) for more information.