

Charismatic

A charismatic leader is inspiring. This means that they are extremely skilled at motivating people and convincing them that they can achieve the most ambitious of goals. This type of leader will often create a detailed vision of future success, which can give employees a goal to work towards, therefore motivating them to work harder. These visions, however, can be too hopeful, causing the leader to lose sight of what is realistic to achieve and what is not. Charismatic leaders are particularly skilful at making dramatic changes due to their motivational attributes; this means that they are often chosen to take charge of a task when a new product line is being introduced or if a completely new strategy needs to be adopted and undertaken within a business. They are further suited to such tasks because of their ability to bring people together to work as a team successfully. This ability stems from the trust that the leader is able to create within his/her relationship with employees. Overall, under a charismatic leader, employees are likely to greatly increase their performance at work.

A good example of a charismatic leader is Martin Luther King. His 'I Have a Dream' speech inspired many people with the dream of ending racism in the United States of America representing his vision of success. He gave hope that the situation would improve, which motivated people and brought them together, whilst establishing trust between himself and his audience.

Application of Theories

From studying the leadership theories, it can be seen that Richard Branson is primarily a charismatic leader. This is because a charismatic leader has skills in taking charge of a project involving dramatic change and making it successful. An example of this is his goal of entering the tourism market as this is extremely different from the music industry. In addition to this, he has been involved in many different markets including: train travel, television, broadband, mobile phone networks, banking, cosmetics, fitness and drinks.