

# Charismatic Leadership: Focus on People Assets

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# **Charismatic Leadership: Focus on People Assets**

*Written by Karla Brandau – 3/21/19*

Every company has tangible assets including their capital goods and their product inventories. Inadvertently managers can be focused on these tangible assets, while charismatic leaders focus their attention on the more intangible people assets.

Charismatic leaders know there are dramatic differences between tangible and intangible assets:

- Tangible products and goods are constant and relatively motionless; people are unique, flexible and constantly changing.
- The performance of products is predictable; the performance of people is unpredictable and often inconsistent.
- Products are passive and must be acted upon; motivated people become proactive and innovative.
- Goods depreciate according to a fixed schedule; products become obsolete. However, the value people add to the organization increases with their length of service.
- Products and assets don't walk away. People do.

Have you been in an organization where managers were more focused on processes and tangible assets than the morale and well-being of employees?

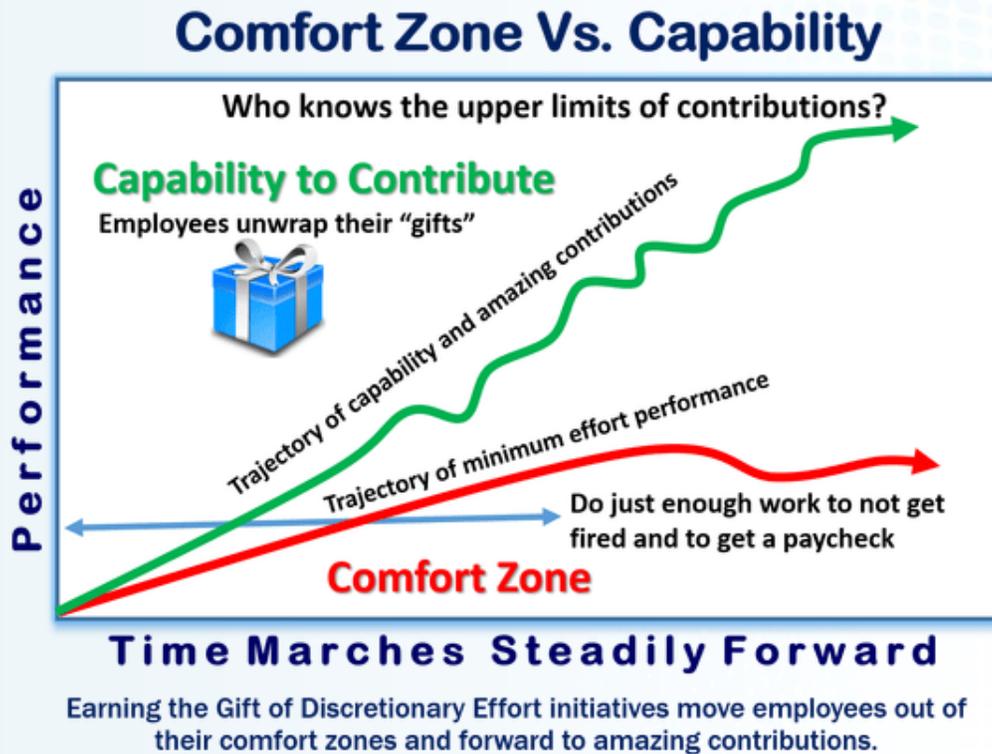
As a charismatic leader you can avoid that mistake and keep your valued employees engaged in the profitability and economic sustainability of the organization by understanding individual DISC profiles.

I recommend focusing your energy on the insights you gain from the DISC and Driving Forces assessments to refine your daily touch points with each employee. Armed with the intuition you will gain, you will be equipped to:

- Build a culture that values the unique personality of each individual
- Have conversations that inspire employees
- Create an environment where employees can “unwrap” their innate talents and character gifts to make the organization better
- Assign individuals to appropriate projects where their ability to contribute can be discovered

In my book, *How to Earn the Gift of Discretionary Effort* (available on this site or on Amazon), I discuss how some employees do just enough so they don't get fired and that most employees are capable of contributing much more than they currently are. By using the knowledge gained from the DISC

profiles, you can re-engage the disengaged and release their capacity to contribute. This graph shows you the process:



When engaged, they will give you discretionary effort, share their innate talents and increase their capability to contribute instead of walking away from your organization, they will become partners in your company's success.

Interested in evaluating the level of disengagement in your organization and how much that is costing your company? Go to [www.EarnTheGift.com/app](http://www.EarnTheGift.com/app)

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