***The Charismatic Leader – Diamond Performance***

***By Karla Brandau, CEO, Workplace Power Institute***

In an interview, comedian Joan Rivers was asked how she stayed so thin and trim and the interviewer said, “Do you do a lot of exercising?” “Oh, my Lord no,” said Rivers. “If God had intended me to bend over, He would have put diamonds on the ground.”

When actress and screen writer, Mae West, was asked about dieting she said, “I never worry about diets. The only carrots I’m interested in are the carats in a diamond.”

Hungarian born American film and stage actress, Zsa Zsa Gabor said that she never hated a man enough to give him back his diamonds. And she received diamonds from 9 husbands.

Diamonds have been considered precious for centuries. Geologists say diamonds were formed billions of years ago deep inside the earth by tremendous heat and pressure. They have literally been around since the beginning of time and they will last through eternity. As the title to a popular James Bond movie states, *Diamonds Are Forever,* literally.

Even though they have been around forever, diamonds are rare and they are hard to find. They come to the surface of the earth during volcanic eruptions in a bluish substance called kimberlite.

To find these rough diamonds, you can search in the marshes, ponds, streams and lakes near volcanos that have erupted, or you can dig deep mines to find rough diamonds still inside the earth. However, you have to process about 22 to 100 tons of kimberlite to find one diamond. This makes a diamond very precious.

Each stone is unique and it takes a skilled technician to cut and polish the rough stone into the beautiful diamond that sells for thousands, even millions of dollars.

**Application for the Charismatic Leader**

Charismatic and savvy business leaders are rare. They are hard to find. Charismatic leaders are unique, each having their own facets of strength. They are precious because of the value they add to organizations. They become skilled technicians as they form, develop, and polish people into productive teams.

The four qualities of diamond you can put into your life to become a more charismatic leader are:

1. **Diamond Hardness:** Diamond is the hardest natural substance in nature. It is four times harder than the next hardest substance. It can cut through any other natural substance so it is used extensively in industry for drilling and polishing.

**As a charismatic leader:** When I ask you to emulate the hardness of diamonds, I DO NOT want you to be hard to get along with, I DO NOT want you to be hard on people; I DO NOT want you to be hard on yourself.

I **do want** you to equate the hardness of a diamond with being HARDY – self-determining and self-reliant. And TOUGH – tough enough not to fracture and break from the economic pressures faced in organizations today; tough enough to tell the truth; tough enough to cut through problems to solutions.

1. **Diamond Clarity:** Diamond has greater clarity or transparency than any other solid or liquid substance. The greater clarity in a diamond, the greater the value.

**As a charismatic leader:** We are going to translate this into clarity of purpose. The clearer you are on the goals of your organization, your own department or team, the greater impact you’ll have on daily productivity because work will be tied directly to results. Daily efforts bring you and your employees closer to successfully executing your organizational stewardship.

Clarity for your organization, department, unit or team comes from goals setting and time management processes. Do not feel this work is insignificant but give it the time it deserves.

1. **Diamond Melting Point:** Diamond has the highest melting point of any natural substance: 6422 degrees Fahrenheit.

**As a charismatic leader:** When it comes to relationships, have a high melting point and give others the benefit of a doubt. Work to raise the melting point of discussions and disagreements. Model for your employees the ability to Pause, Think, and then ACT. Not the reverse order: Act (often inappropriately), then pause and think. Your goal is to replace meltdowns with dialog.

1. **Diamond Conductivity:** Diamond conducts heat better than anything – five times better than the second best element that conducts heat, silver.

**As a charismatic leader:** The “heat” you need to conduct is positive energy and a belief in the future. On a daily basis I encourage you to be the conductor of optimism and hope. If you can be a positive leader, you will be as a beacon of light in the darkness.

These four qualities of the element diamond are fundamental for you to emulate in your leadership career. Master them, and your employees will WANT to follow you as they give you discretionary effort, a prize to be cherished by any leader.



The Workplace Power Institute helps organizations be more competitive in the global marketplace by removing blocks to organizational productivity and improving collaboration. For program information and an invitation to Karla Brandau, CEO, to speak at your next event or training workshop, call 770-923-0883 or send an email to info@WorkplacePowerInstitute.com. Web site: [www.WorkplacePowerInstitute.com](http://www.WorkplacePowerInstitute.com)

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