



Improve authentic leadership and captivate the hearts and minds of colleagues and customers

Created by Nikki Owen, International Charisma Expert.



Charismatic leaders are 60% more effective

Charisma is an authentic power that captivates the hearts and minds of others. In 2014 the CBI confirmed that charismatic leaders outperform their non-charismatic peers by an average of 60%. Charismatic leaders build stronger relationships and higher engagement. They create a high performing culture that elevates morale and job satisfaction.

Empowering environments, authenticity and trust are key to employee and customer engagement, yet many leaders struggle with sustaining a thriving environment. Coupled with unprecedented levels of change, flatter structures, the need to collaborate and achieve more with less, cascading authentic charisma across your organisation will build trust, boost performance, engagement and accelerate business growth.

The Charisma Model





“The Charisma Connection Programme was rated as our highest leadership development intervention and described as life changing.”

Terri Bailey, former Director of Performance & Engagement, Virgin Holidays

Organisations involved in the testing phase of the Charisma Model achieved an average increase in revenue of 16% over 12 months. Self-confidence and self-belief increased by 29%, feeling respected and valued increased by 25%.

We offer a range of programmes to best fit you or your organisation:

Authentic Charisma One-to-One Coaching - Best Version of Yourself

These 4 powerful one-to-one sessions, plus on-line learning pathway are specifically designed to support and challenge people to be the best version of themselves, comfortable with their own authenticity.

Qualified charisma coaches use accelerated learning tools, hypno-meditations & multi-sensory methods that are at the frontiers of leadership development. Results include increased:

- Impact, performance and productivity
- Self esteem, sensory awareness and energy
- Growth mindset, belief and driving force
- Team and employee engagement
- Personal effectiveness managing change.

Authentic Charisma Coaching Accreditation - for Qualified Coaches

If you want to be an expert in Authentic Charisma and are ready to take your coaching to the next level, become accredited as an 'Authentic Charisma Coach'. This specialised training includes:

- Two half-day intensive training sessions, plus four virtual group supervision sessions with Nikki Owen
- 12 week interactive coaching online pathway
- Powerful learning resources, hypno-meditations that develop charisma whilst sleeping & videos.

Full Potential Group specialises in high-impact leadership development, team performance and coaching which creates business growth by unlocking the talent within. We have developed over 300,000 people in over 1,000 organisations, including companies such as Nationwide, Tesco, Heinz, United Utilities and Diabetes UK.

Cascading Authentic Charisma in Your Organisation

Shifting your organisational mindset and ensuring your leadership ethos and culture bring your organisational purpose, values & behaviours to life, an Authentic Charisma cascade brings everything into alignment - authentic to the core.

An organisational cascade typically includes:

- Bitesize sessions, preparing state of readiness
- 360 feedback surveys to measure before and after behavioural change and ROI
- One day experiential workshop, interactive learning on an online pathway and access to ongoing learning resources, videos etc.
- Two coaching sessions, plus group review to evaluate measurement of 32 behavioural indicators.

Breakthrough Intensives

These are radical one-to-one sessions that transform leadership capability within three hours (2 x 90 minute Skype sessions). Working directly with Nikki Owen or Nikki's own coach, Corah Clark, this is a deep dive into your psychological barriers to accelerate your potential.

These profound and intense breakthroughs ensure you:

- Remove any blocks that are holding you back from being your best self
- Reduce stress and anxiety promoting wellness
- Experience higher levels of emotional intelligence
- Increase your energy, boosting your productivity.