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Charismatic leadership is considered as the leadership resting on the characteristics such as devotion to extraordinary sanctity, commendable character, heroism, normative orders and patterns that are designed and revealed by an individual (Miller, Vandome & McBrewster, 2010). Leaders become involve in the peculiar behaviors and thus display considerable expertise. The situations and circumstances of crisis and other realities lead to creation of an atmosphere that is favorable for the charismatic leadership emergence. The followers however react to such unexpected behaviors and actions as a member of the situations context and help in attributing charisma to leader. The charismatic traits include trust, vision, communication, impression management, and authority delegation etc (DeCelles & Pfarrer, 2004).

Charismatic leaders however use active impression management with the followers in order to support their image. This indicates that the charismatic leaders maintain and manage the impressions of the followers by constantly representing conviction and courage (Yukl, 2010). For the accomplishment of this objective, the charismatic leaders communicate their sincerity, assurance and conviction on regular basis. Further, the charismatic leaders appeal to their followers directly (Conger & Kanungo, 1987).

The objective of the charismatics is is to build a positive image and impression that lead to the creation of relationship between leader and follower. An example of the Charismatic leader that has used impression management is Reagan, which has demonstrated conviction as well as courage. He has used his personal strength, abilities and conviction in order to impress his morals and values on his followers and convinced them that

the vision he had adopted for the nation is best for them and is in their interest. He has also used his anger rightfully in order to ward off the professed injustice and also for protecting his image.

Furthermore, charismatic leadership is considered as the double-edged sword that needs vigilant monitoring in order to avert the abuse. This is due to the reason that charismatic leaders are assumed to be good and moral leaders but it is not necessary that all the charismatic leaders are essentially good. This difference between the good leader and bad leader is made on the basis of motives that drive behaviors of charismatic leader. The motives include self glorification, which is consistent with the negative charisma as it influences meaning in one's life by aggrandizing, maintaining and protecting one's self respect and self esteem. The other motive is Self transcendence, which is consistent with the positive charisma because it fosters supportive and encouraging relationship with individuals (Lussier & Achua, 2009).

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