

Effort Vs. Charisma

The ability to impact and influence others is a trait coveted by many. One needs to look no further than the popularity of Dale Carnegie's book, *How to Win Friends and Influence People*, which has sold more than 15 million copies, to see, how truly desired this quality is. As parents, rabbeim, teachers, and friends, we are constantly presented with opportunities to influence others. It is therefore critical that we develop effective techniques and strategies which will help us in doing so.

In this week's Parsha, the Ralbag shares an insight with us that can aid us in being effective in influencing others. The Ralbag writes in his 4th lesson on the Parsha, "It is appropriate for a person who wants to influence others towards something, to organize his words to be as convincing and eloquent as possible. This should be done in order that he will listen to you, because it is possible that without this, you will not reach your goal, even though it is for his benefit. This lesson is derived from the fact that although Moshe was delivering a message to the Jewish people that was good for them (that

Hashem will redeem them from their suffering), they were still unreceptive. Their lack of acceptance was due to the fact that Moshe did not properly put in the effort to arrange his words, due to his broken spirit."

"Another component to receptivity is a person seeing the amount of effort you invested into your presentation"

If one merely reads the Ralbag superficially, it sounds like he is saying something quite obvious. His message seems to be, that if we want convince someone of something, we must make sure to prepare the best presentation. However, if we look at the Ralbag through a deeper lens, he seems to place more emphasis on the effort invested in the presentation, than in the actual presentation. He implies

that the primary cause for the Jewish people being unreceptive to Moshe's message, was that they perceived a lack of effort invested into the arrangement of the message. Granted that due to Moshe's lack of effort, the speech was less eloquent and convincing. However, Moshe's inability to persuade them was not because of the deficiency in presentation, but rather it was due to them seeing a lack of planning and preparedness.

We can glean from here a powerful insight into the dynamics of influencing others. Often we think impacting others is based on eloquence and charisma. We see from here that another component to receptivity, is a person seeing the amount of effort you invested into your presentation. Through this a person can see how much you value what you are saying. With this in mind, we may want to point out within our presentations how much thought and detail went into it. As finding some way to express this, may make all the difference in reaching the listener.

BASED ON THE WEEKLY SHMUSS GIVEN BY HARAV SHAYA COHEN, ROSH HAYESHIVA ZICHRON ARYEH

לעילוי נשמת גיטל בת הרב אליעזר מנוח
לעילוי נשמת הרב יוסף חיים בן מאיר
לרפואה שלמה רפאל חיים דוב בן ריסא שושנה