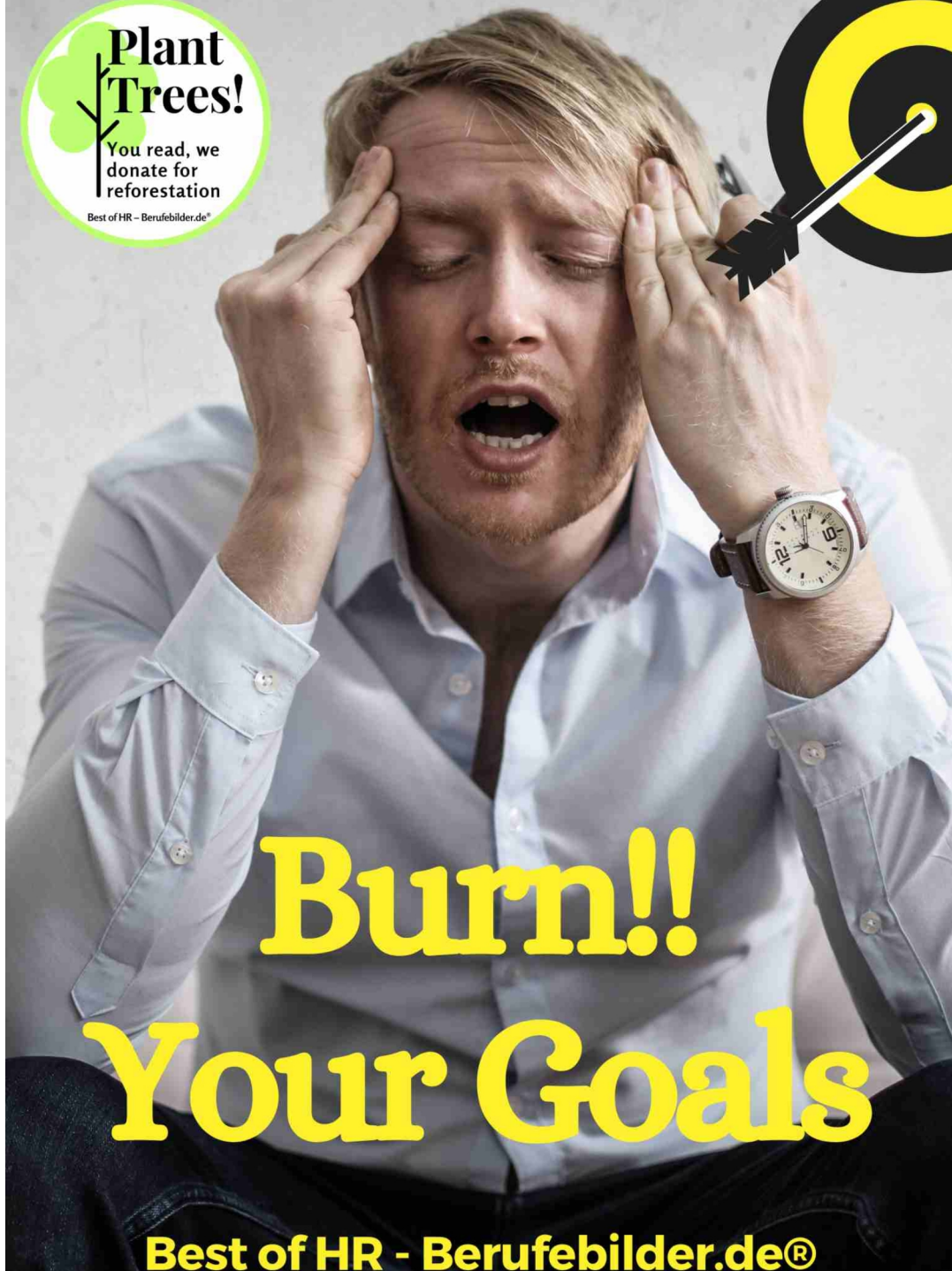


Simone Janson (ed.)

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Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher
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Appendix: Tips and Prompts for using the AI Extensions

Imprint

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

Career planning and job hunting do not work: meeting with Barack Obama and big goals

// By Simone Janson

Goals and visions are important to achieve something, it is said. But must it always be the big goals in job search and career planning? Or does it help to use targets as guardrails?

Goal: Meeting with Obama!

Recently I talked to a friend. His wish: to meet Barack Obama, he told me. And shuffled off: "But of course I know that this is not possible .." I thought: Great fantasy ... but why not? After all, you need goals to achieve something.

I think the example of Barack Obama is good for a number of reasons. First, Obama, as the first US colored president himself, is a good example of how to achieve high goals - the embodiment of the American way of life, so to speak.

And then such a meeting with him is of course an absolutely crazy goal. At first glance. At second glance, there are certainly possibilities: A job or internship with a foreign correspondent in Washington, for example - in this case, previous experience is available. And already the goal moves a little closer.

The fear of the unknown

In fact, however, especially career starters, but also many "experienced" looking for a job are really afraid of tackling such goals. Because they often have to rely on familiar paths and risk something unknown - something that perhaps no one else has done in their environment or that seems so unattainable to them that they do not even dare to tackle it.

Because the human brain is designed so that we like to stick to the familiar and proven, but makes us new and scary. We do not like what we do not know. Tom Diesbrock has just published a new book on the topic, [that I read with pleasure and reviewed here](#).

Healthy Realism?

Diesbrock also reveals this with a common prejudice: that of healthy realism. He reports on a client who had a decidedly negative self-image of his own - but which the customer himself classified as realistic. And Diesbrock writes: "I have a realistic problem with the word, because in my opinion it is often used twisted misused!"

In fact, especially in Germany, it is usually realistic to judge a matter negatively. Even if this negative assessment is unrealistically exaggerated. In contrast, a positive view is quickly considered a joke - like the desire to meet Barack Obama.

Therefore, many job seekers only embrace the opportunities offered to them, rather than just thinking about what they want - and perhaps finding opportunities they have not even considered.

Realism versus goals

However, this alleged "realism" is anything but conducive to achieving the goal: For those who quickly devalue their goals as unrealistic and thus unreachable obstructs one thing above all: the perspective on the way there, on the many small goals, the step can be solved step by step.

For in psychology one thing is especially important: if your problem seems insoluble, divide it into many small individual problems. The same goes for goals.

Goals as a guard rail

A suitable example I have for healthy goal I also have: Career expert Svenja Hofert writes on her blog about her Twitter experiment. At the beginning of December she had set herself the goal of reaching 5000 followers by spring.

Sarcastic comment of her Twitter coach "It always has to be the big goals, is not it?" But Hofert proves to be a true realist in the achievement of the goals: "Goals are like guard rails for me. How to reach "big" when you think small? I like my guardrails, but I also shy away from it when things change. "