

BE CREATIVE ON THE JOB

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Simone Janson (ed.)

Implement Ideas,
Creativity
Techniques &
Innovation, Agile
Project Management
& Communication,
Solve Problems,
Shape Change
successfully,
Overcome your
Fears



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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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Your Benefit in concrete Terms: Content, Organization and Structure of the 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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Experience Success and Inspiration: Discover your Way and support Sustainability

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Creative Interview: Confident Applicants Vs. Employer

// By Simone Janson

Employer branding and a shortage of skilled workers pose the question for companies: What happens if a job applicant appears very self-confident in the job interview? Is that creative and realistic?

Self-confidence and concept

How self-confident may applicants be? And would any candidate who behaves this way drop out octane again - or not? One is inclined at first to dismiss the whole as funny, but not serious advertising. However, the applicant has two crucial qualities: He is very confident and therefore unbelievably convincing.

And he takes heed to an old rule: He shows the gentlemen and the lady first the cold shoulder, which visibly irritates her. Because not a few people almost jump on disinterest. After all, he also has a ready-made concept in his pocket, which underscores his skills. Say: He knows what he wants.

What happened if...

I admit, of course, such a behavior is probably exaggerated. Nevertheless, this invites you to an interesting mind game - also in view of the future possibly impending shortage of skilled workers: What happens when applicants simply turn the tables?

And what happens if you actually see Springer doing this in an interview? Will someone try that and then report it? Imagine me interesting.

What is Springer really looking for?

At Springer, one does not look for employees but young entrepreneurs, so-called [Media Entrepreneurs](#) - that makes the appearance in the video more logical. Maybe you have actually realized that without truly creative minds you are not fit for the future? Incidentally, in the job description this reads like this:

MEDIA ENTREPRENEURS is an initiative of Axel Springer AG for the implementation of business models around digital media. For this we are looking for talents that are so innovative that you not only invent new jobs for them, but even found entire companies. Are you the creative entrepreneur with entrepreneurial spirit who wants to shape the media of tomorrow? Then we offer you our competence and our know-how from over six decades of international media experience, a large network of experts and the optimal working environment

- individual and suitable for you and your plans. Inspire and convince us of your ideas, we are curious.

Creative personnel marketing of companies?

As a company you could now fight back as creatively-self-confident. Like some Jung from Matt some time ago. They do not just talk about tasteless advertising, such as the Castor transport.

But they also make advertising in their own case in this example. Personnel marketing, to be more specific. Because the advertising agency is looking for reinforcement in art direction.

Target group-specific instead of social media

Thanks to Michael Assmann, I became aware of the idea via Twitter. The way is really creative, because you can not complain - and reaches above all the target group:

Where other Facebook pages are designed or tweeting, the advertisers have deliberately taken a different path: they have asked 15 photographers to help them ... Because photographers regularly submit their work to creative offices. The folders are leafed through by the art directors. And so they now find in the photos of said 15 helper photographers small references to the job offers at Jung von Matt. Target group specific speech!

Bold business woes?

Robert Voigt criticized for attention to detail especially the implementation:

"The approaches are okay, but still the hints in most of the photos seem unadorned. Maybe that's how it has to be so that the message is even noticed. "And has another creative idea for less attractive jobs:" What do you think? Will the garbage collection soon be labeled with labeled garbage bags for vacancies? "

I've been thinking of another aspect: how could the competition react when Jung von Matt spits them out like that? What is so nicely described as Trojan recruiting is in fact a brazen offshoot on the edge of unfair competition. Such an action could backfire vigorously - for Jung von Matt as well as the involved photographers and the art directors.