

Simone Janson (ed.)

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MIDLIFE

JUST BEGIN AGAIN, STRENGTHEN
SELF-CONFIDENCE,

CRISIS?

USE CRISES AS AN OPPORTUNITY,
PROFESSIONAL REORIENTATION, FIND

NO, NEW

UNDISCOVERED POTENTIAL
& YOUR DREAM JOB

START



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Midlife Crisis? No, New Start

Just begin again, strengthen self-confidence, use crises as an opportunity, professional reorientation, find undiscovered potential & your dream job

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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

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because at 40 or 50, in the middle of life, starting over again seems difficult, even impossible for many people. Career paths are no longer as firm and immovable as they used to be when you had a permanent job from vocational training to retirement. However, this way of thinking has firmly burned itself into many brains, there are many obstacles to possible changes. But many people are dissatisfied with their work, would like to exploit their full potential and recognize which career path corresponds better. This book accompanies the new beginning: It shows opportunities and opportunities for change as well as self-blockades and helps to overcome fear of the next step. There are also specific tips for changing careers.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

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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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in

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learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

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Recruiting Job Search Leadership: Older vs. Younger employees

// By Simone Janson

Older workers often complain of problems when looking for a job. But younger employees are not always ideal for companies. And both deal with changes differently.

What older ones offer according to brain research

The job market does not exactly welcome older workers looking for a job with open arms. If you follow the career expert Bernd Slaghuis, they must actively emphasize the advantages they have for the company compared to younger applicants.

"Brain research has shown that older people's thinking and decision-making processes are more thorough," says communications consultant Katharina Daniels, co-author of the book "Victory of the Silverback". "Although they react a little more slowly to new things, they process new impressions more sustainably and can draw from their experience."

What employers value

On the labor market, however, young workers with top products are always sought, resilient and cost-effective. Wolfgang Kiessling, from Cologne, shows how short-sighted this is:

His Loro Parque Group, with just under 1000 employees, is the largest employer on the Canary Island of Tenerife. "I prefer to hire employees between 35 and 50 - they have experience and know what they want," says Kiessling, who has also received several awards as an entrepreneur.

The economic benefits

His recipe for success in recruiting is not perfect references, but human knowledge and employee loyalty. "I've never understood why companies dismiss long-time employees - the best people are the ones you've built in the company," he explains.

Kiessling sees the matter purely economically: "I have to be able to trust people. If an employee is good, it's also worth investing in. "

Employers do not want to invest

This is exactly where the problem with the elderly lies for many companies: the fear of high costs. For example, for health promotion: According to the study "Company demographics management from an employee's point of view", published by the FAZ, one of Germany's most well-known newspapers, Institute and Gothaer Insurance Bank, 68 percent of employees want it, but less than half of employers agree.

To counteract this, both are in demand: employers who know how to use the wealth of experience of older employees economically, and older employees who often confidently point out these strengths.

Suddenly from colleague to boss: When young employees are overwhelmed

They often even have something ahead of their young colleagues. Because in some situations they often act anything but confident. For example, if they are suddenly promoted to boss. A friend of mine was like this years ago. That he was then no longer invited to his colleagues' parties, he commented laconically with the words: "You have to live with that".

Yesterday an equal colleague, today boss - this provokes conflicts, especially among young executives who are not yet able to handle it confidently. Henryk Lüderitz also knows this from his own experience: at a mobile phone provider, he quickly became a manager with an annual budget of 15 million euros - and was almost freaked out when a former teammate complained about him behind his back.

The road to respect is stony

For young executives in particular, the path to respect is often rocky and accompanied by a constant inner conflict: "When does it make sense to give in? At which points, on the other hand, is it more authoritarian to take action?" Asked Lüderitz, who finally consciously avoided the stress of leadership and now works as a trainer.

For effect expert and author Michael Moesslang, respect has a lot to do with professional authenticity and personality. "The more confident and confident a person is, the more respect and persuasiveness he radiates," he says.

Management by buddy? Professional authenticity as the key to success

And it is precisely this natural authority which is important when one wants to be taken seriously. But beware, this has nothing to do with dominant behavior, because pressure only produces back pressure.