

# AGENDA SETTING

Simone Janson (ed.)

Make things visible  
& change them, say  
your opinion,  
convince people,  
position yourself  
against resistance,  
assert views, use  
your status & power  
to gain publicity



# Agenda Setting

Make things visible & change them, say your opinion, convince people, position yourself against resistance, assert views, use your status & power to gain publicity

*Simone Janson (ed.)*

Published by Best of HR - Berufebilder.de®

# Table of Contents

## Imprint

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

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback  
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,  
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

Act like a spin doctor: change management and agenda setting // By Mathias Ulmann

Free PR and marketing in 10 steps: Write and format press releases // By Prof. Dr. Martin-Niels Däfler

Virtual Marketing: 4 Steps to Successful Image Strategy // By Robyn Lange

Strategies for Marketing and Sales: 10 Errors That Drive Customers // By Oliver Schumacher

Positioning for coaches and consultants: 10 marketing tips for a small budget // By Martin Geiger

Visual communication and storytelling: 7 tips for better visual language // By Miriam & Marko Hamel

Communication and marketing strategy as an example Campaign: When the passion is missing // By Stefan Häseli

7 tips on social media communication and politics: How much opinion does the job well? // By Simone Janson

Corporate blogging as a marketing tool: increase visibility // By Katharina Daniels

Communicating Innovation and Change: 5 Visualization Tips // By Claudia Simon

Digital attention in social media: the power of numbers // By Simone Janson

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

## Authors Overview

Claudia Simon

Katharina Daniels

Anne M. Schüller

Stefan Häseli

Miriam & Marko Hamel

Martin Geiger

Oliver Schumacher

Robyn Lange

Professor Dr. Martin-Niels Däfler

Mathias Ulmann

Simone Janson

[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher of the Year Best of HR - Berufebilder.de®](#)  
[Appendix: Tips and Prompts for using the AI Extensions](#)

# Imprint

The German National Library lists this publication in the Deutsche Nationalbibliografie; Detailed bibliographic data are available on the Internet at <https://dnb.dnb.de>.

ISBN of the German eBook edition: 9783965961081

ISBN of the English eBook edition: 9783965961098

**German website of the publisher:** <https://berufebilder.de>

**English website of the publisher:** <https://best-of-hr.com>

Agenda Setting

4th completely revised and extended edition, 10.01.2024

©2024 by Best of HR - Berufebilder.de®, a brand of Janson Pressgroup Print & Online

Published by Simone Janson

Duesseldorf, Germany

Concept, editing, graphic design & layout: Simone Janson

Cover design with Canva

eMail: [publisher@best-of-hr.com](mailto:publisher@best-of-hr.com)

For your [successful, fulfilling life](#), the information you truly need: State-funded publisher, awarded the Global Business Award as [Publisher of the Year: Books, magazines, eCourses, data-driven AI services](#). Print and online publications, along with the latest technology, go hand in hand - with over 20 years of experience, partners such as the [Federal Ministry of Education](#), customers like [Samsung, DELL, Telekom](#), or universities. Behind it all is [Simone Janson](#), a German [Top10 blogger](#), referenced in [ARD, FAZ, ZEIT, WELT, Wikipedia](#).

All books are published in German and English. We take our responsibility to deliver well-researched and reliable information very seriously. Therefore, the publisher follows a dedicated concept for quality assurance and compliance, where the expertise of renowned experts goes hand in hand with the latest AI technology for information analysis and text optimization. If you have any further questions, you can read the corresponding chapter at the end of the book.

All works of the publishing house Best of HR - Berufebilder.de®, including their parts, are protected by copyright. Any use outside the narrow limits of the copyright law is not permitted without the consent of the publisher and the author. This applies in particular to the electronic or other reproduction, translation, distribution and making publicly available.

# **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.

All readers who are looking for individual solutions also have the opportunity to use the AI extensions and consulting tools free of charge within the framework of AI Extended Books, for which we usually charge a monthly subscription fee. Our interactive success advisors and other AI-supported tools are at your disposal to provide you with tailored advice and recommendations that are tailored to your individual needs. Use these tools to drive your success and achieve your personal goals.

In addition to this wealth of inspiration, we want you to experience and enjoy your success: As a reader of this book, you will have access to a variety of exclusive services that will help you live well and successfully according to your wishes: from inspiring reader trips, where you have the opportunity to discover new places and exchange ideas with like-minded people, to lifestyle products that are

specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

## **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 there is no doubt that if you want to change and move something, you have to make yourself heard and become visible. Nothing helps as much as brilliant rhetoric, which arouses emotions and inspires and enthralls other people - after all, everyone has something to say and targeted rhetorical tips and tricks help to be heard with your own message. This book supports you in building your charisma, impact, persuasiveness and charisma and using it to the advantage of your message.

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.

## **Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks**

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 our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.



Our Academy offers you the opportunity to continuously expand your knowledge and skills and engage with like-minded individuals. By participating in our online courses and interacting with experts and other learners, you can achieve your professional goals and advance your personal success. We believe that inspiring experiences and continuous learning are the keys to long-term success. Therefore, we invite you to explore our Academy and benefit from the diverse learning opportunities.

In addition, the Workbook Success Planner is the perfect complement to the guidebooks. This workbook helps you successfully implement the inspirations and tips from our books, step by step and day by day, whether it's about career goals, decision management, or financial planning. You can either print the Success Planner yourself or order it as a bound book. Each workbook comes with a free eBook.

Do you want a personalized eBook topic or an e-course on a specific subject? You can also find that in our publishing house at <https://best-of-hr.com/publisher/>. We will create your personalized eBook on a topic of your choice upon request. In the Academy of Best of HR - Berufebilder.de®, you will also find email courses with individual assignments, personal support, and certification.

As a book reader, you not only have the advantage of gaining information and new insights but also enjoy financial benefits that come with purchasing our books. As a [newsletter subscriber](#) or [registered member](#), you will receive a 50% discount on all e-courses and a 20% discount on all other books as a member edition. You can find the books at <https://best-of-hr.com/shop/books/>. The coupon code is sent weekly via the [newsletter](#). Additionally, there is the Premium Membership, a paid flat rate for one year, which includes all learning materials, downloads, and premium articles.

## **Successfully use the AI Extension to the Book for your Goals and to make Money**

For those seeking further individual guidance and services, our concept of *AI Extended Books* offers the potential to analyze information, gain valuable insights, and show paths to achieving your individual goals. By utilizing AI in your work or personal life, you can gain many benefits and work much more efficiently. Through our AI solutions, you will discover new ways to explore your horizons in innovative ways. And the best part is that this service is free for you as a book buyer. In the appendix of the book, you will find a detailed explanation and numerous application examples to facilitate your successful handling of AI.

Our interactive [AI-assisted consultant](#) is there to assist you with any questions regarding success, career, and personal development. Our [AI-eTutor](#) supports the learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

With the AI tools from Best of HR - Berufebilder.de®, you can even earn money. This is done through an affiliate program, a marketing strategy where companies collaborate with affiliates to promote and sell products or services. Affiliates are individuals or companies that act as partners and receive a commission for every sale or action they generate. To participate in our affiliate program, please register [for our partner program](#).

## **Experience Success and Inspiration: Discover your Way and support Sustainability**

But that's not all! We want to offer you a very special opportunity that will make your journey to personal growth and success even more unforgettable. Because we know that it's not just about reading, but also about experiencing and applying what you've learned. That's why we want to offer you exclusive vouchers for suitable trips and other items that perfectly match your chosen guide. To achieve this, we work with numerous network partners in accordance with our compliance guidelines.

So imagine putting the inspiring wisdom of your book into action while creating unforgettable memories at the same time. Whether it's a relaxing break at a wellness resort, an adventurous trip into nature, or a workshop that further develops your skills - with our specially selected vouchers, you can put what you've learned into practice directly and enjoy unforgettable experiences at the same time.

Let yourself be inspired by our guides and discover the possibilities that await you. Because we believe that true change doesn't just happen in the mind, but also in the heart and in action. So get ready to elevate your life to a new level with individual moments of success and make your dreams come true. By the way, 5 percent of your purchase goes to non-profit organizations that are dedicated to projects such as reforestation and climate protection.

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.

# **Act like a spin doctor: change management and agenda setting**

*// By Mathias Ulmann*

No other term has found such a beautiful and warm place in business literature as “change management”. The management itself has almost been reduced to change management.

## **Manager of change**

Der Manager führt nicht mehr, der Manager soll die Veränderungen begleiten und als “Change Agent” fungieren und handeln. Es geht heutzutage in den Chefetagen fast nur um Veränderungsprozesse und wie die Führungskräfte diese vorantreiben können.

Die Manager verbringen also ihre gesamte Zeit damit, ihre Organisation und Belegschaft dafür optimal vorzubereiten: Automatisierung der Produktion, Eroberung neuer Märkte, Digitalisierung des Vertriebs und natürlich: “Change Mindset Workshop”.

## **The megatrends of the future**

As we see every day, tomorrow's world will be radically different. But how it really looks can only be guessed at. The U.S. intelligence community has deepened this question and attempted the difficult feat of looking to the future, 2030, to be more specific.

Alle vier Jahre erstellt der National Intelligence Council (NIC) seinen “Global Trends”-Bericht auf der Grundlage verschiedener Variablen. Die sogenannten Megatrends sind nicht wirklich unbekannt: die rasant steigende Weltbevölkerung, die Ressourcen-Knappheit, der politische Machtverlust der westlichen Welt, der Zuwachs der globalen Mittelschicht verbunden mit dem Empowerment der Einzelpersonen.

## **The game changer**

Der Strategiebericht kombiniert diese Megatrends mit sogenannten “Game-Changers”, also bahnbrechende, disruptive Trends, sowie mit technischen Fortschritten wie etwa “Schnittstellen zwischen dem menschlichen Gehirn und leistungsstarken Computern”, und macht daraus politische Analysen.

In their report, the intelligence officials have developed various possible scripts that are considering the consequences of changing the global game of forces. China will

be the largest economic power in 2030. Finally - one would almost want to add, since this topic has been on the front pages for years.

## **Struggle for economic advance**

China kann Amerika aber nicht entthronen, so die NIC weiter, da die USA im globalen Kräfteressen weiter mitmischen und sogar Sieger bleiben, und zwar als “Primus inter pares”, als Erster unter Gleichen also.

They also assume that other regional heavyweights such as Brazil, Mexico, South Africa, Turkey and even Colombia will become increasingly economic and eventually political. At the expense of an aging Europe, which will have to fight harder and harder to maintain its standard of living.

## **The A-polar world**

Werden wir also in einer multipolaren Welt leben? Nicht wirklich! Die Welt von morgen wird ” a-polar” sein, sprich: ohne klar dominierende Macht. Ist das gut?

Rather, the correct question is: Can a seven billion-strong human race deal with anarchy? Will mankind finally understand that many important global issues need global and integrated policies? You can't guarantee that, but we'll see.

## **Tasks of the Spin Doctor**

One thing is for sure: our world is full of surprises. However, the spin-doctor's commissioner may not be a surprise, so he has to take into account the consequences of social, economic and political changes that are happening while he is anticipating the effects of the changes that are occurring.

In parallel, the spin doctor must quickly track down and interpret the small signals that announce the coming changes. It is, to say the least, a bit stressful: the Spin Doctor is almost never in the present, his mind is always busy with what happened and what could happen.

## **Keep an overview and create clarity**

Und trotzdem muss er den Überblick behalten und Klarheit schaffen, Tempo aus der Sache rausnehmen und das hilflose Hinterherlaufen vermeiden. Es ist tatsächlich nicht einfach, weil die Ereignisse zahlreicher und, schlimmer noch, immer schneller aufeinander folgen. Aber “do not shoot the messenger!”, man sollte niemals den Boten für die schlechte Nachricht verantwortlich machen.

The new media landscape and especially the live TV reporting from news channels such as CNN, France24, NTV and so on certainly bear their responsibility and play a central role in this overall acceleration. But this acceleration, like the shrinking of space, is the direct product of globalization.