

Simone Janson (ed.)

Gain respect & appreciation, become more visible for others, self-marketing with rhetoric & positioning, inspire & convince people self-confidently



HOW GET IMPORTANT

Like a Boss - How get Important

Gain respect & appreciation, become more visible for others, self-marketing with rhetoric & positioning, inspire & convince people self-confidently

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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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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 many people do not receive the respect they deserve in their professional or private lives. If you want to change that, you have to be heard and become more visible. It helps to position yourself in the company or as a self-employed person and to convey this to the outside world through brilliant rhetoric. If you are also one of those people who would like more attention from those around you, this book will help you to build the right effect, persuasiveness and charisma and thus to be heard for your concerns.

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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.

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.

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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.

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Learning from the Spin Doctor: 6 success tips the professional life

// By Mathias Ulmann

The spin doctor spends most of his time in terms, options, and hypotheses, and is wholly a part of the intellectual service profession. What can you learn from him?

Learning from a job with a bad image?

Spin-doctors work as specialists in policy-making at the interface between politics and PR. Yet hardly anyone knows this profession. What exactly do they do?

In an image ranking of the professions published by the Society for Consumer Research, the spin doctors would most likely have performed very poorly. You would have ended up between the rather poor 32nd place for politicians and the hardly better 30th place for advertisers.

What do they actually do?

The spin doctors, as specialists in policy-making, combine and assume the poor image values of both professions. So it is not surprising that they generally rank fairly below the population.

It must also be said that not many people really know what a spin doctor actually does. Those who know and write and report about it tend to be quite critical of them and openly claim that the spin doctors are blatantly harming democracy.

Spiders of mysterious networks?

In addition, the job title "Spin Doctor" is biased in the German language, which does not make things easier. It seems obvious that spin doctors are "spinning" and that as experts in the spectacle and manipulation they are spreading a lot of nonsense and thereby endangering our fragile political system.

What makes the matter even worse is the fact that the word has a strong connotation with the eccentric, the spider, and the aversion to this animal is transferred to the profession.

Strippenzieher in the background

In addition, these questionable individuals are likely to be specialists in spinning dubious networks and building dubious networks. "Nomen est Omen", so the name really is program.

All those who are committed to the protection and defense of democracy are right in denouncing the machinations of these mysterious bandits.

Do not stay hidden

In my opinion, the superficial perception of the spin doctors in the public is based on an erroneous understanding of the democratic process of will-formation, particularly of techniques to convince and mobilize the public.

However, to work carefree, the spin doctors can not remain completely hidden, otherwise they will be suspected of hypocrisy and reap more mistrust in society. No, the profession of spin doctors themselves does not need a "spin" and no rehabilitation.

Learning from Michelangelo and Einstein

On the other hand, however, a greater degree of clarity about how they work seems advisable. Only in this way can their specificity and their highly specialized skills be made understandable and useful in our networked society.

In his book "Creativity, the secret to success", the author and ex-officer Michael Michalko explains what can be learned from Michelangelo, Einstein and Co. He does not present recipes, but rather presents approaches and methods. The whole book is about how to find other points of view. "Seeing correctly" and finding the right perspective in this world is what it's about for him too.

Modern mashups

To be more specific: Michael Michalko calls the art of combining the most important tool of creativity and takes Gregor Mendel as an example. This monk from Austria combined two completely different fields of knowledge, biology and mathematics, and developed the laws of heredity, thereby creating the basis of modern genetics.

There are many other famous examples of the combination's success. Michael Michalko also mentions the example of Samuel Morse, the inventor of the telegraph signals, who had his idea when he was observing relay stations for horses. Morse saw the horses being changed and thought that telegraphic signals sometimes needed an energy boost.

Combine intuition and ratio

Michael Michalko also quotes the well-known formula $E = mc^2$ and explains that Einstein has not discovered energy, mass or the speed of light. Einstein invented the theory of relativity. The "mashups" that enrich our digital world, for example