

Simone Janson (ed.)

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How managers maintain power
& secure their status, make
the right decisions, create
concepts, solve problems &
tactically achieve goals
with perfect methods

Strategy Power Success

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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 in our well-organized business world, success is the result of a well-planned strategy. But opinions differ as to what the right strategy looks like. If you take a closer look at the strategies of successful companies, you will find that they are often the product of an optimal concept and the right decision. And yet, too often, decisions are preferred to be made on the gut rather than collecting important information or making it clear how decision-making processes actually work. This book shows what really matters when designing and making strategically important decisions.

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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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Creating concepts under time pressure // *By Simone Janson*

Creating good concepts under time pressure is crucial for success nowadays. But how do you go about it efficiently?

Time is a decisive factor for success

In the day-to-day lives of many employees and companies, the time factor is crucial to success; it's not for nothing that it's said that time is money. And both groups are expected to develop innovative ideas and concepts at lightning speed in order to stay one step ahead of the competition.

However, developing perfect concepts quickly is easier said than done. It takes a combination of creativity, efficiency and strategic thinking to develop concepts that are both unique and relevant to your target audience. As a professional, it's important to have a reliable process in place that streamlines the concept creation process and ensures your ideas come to life in the shortest amount of time.

How long does it take to write a good concept?

Creating a good concept is an important first step in developing any project, whether it's a book, a marketing campaign, or a new product. However, many people find it difficult to develop a concept that is both compelling and effective. One of the most frequently asked questions is, "How long does it take to write a good concept?"

The answer is that it depends on a variety of factors. Some people can come up with a great concept in a few minutes or hours, while others take weeks or even months to hone their ideas. However, there are strategies and techniques that can help you create perfect concepts quickly so you can move on to the next phase of your project with confidence.

Why we actually work more effectively under time pressure

In today's fast-paced business world, the ability to create perfect concepts quickly is critical. We often work under time pressure to meet deadlines and deliver high-quality work. While this may seem stressful, research has shown that working under time pressure can actually benefit our productivity. When we have a limited amount of time to complete a task, we are forced to focus our attention and work more efficiently.

This heightened sense of urgency can help us overcome procrastination, make quick decisions, and prioritize tasks. When we work under time pressure, our brains also release adrenaline and dopamine, which can improve our cognitive function

and increase our motivation to succeed. So, when we embrace time pressure and use it to our advantage, we can quickly create perfect concepts and achieve our goals more effectively.

8 steps to create a concept quickly

In the following guide, we will look at the art of creating perfect concepts quickly. We will explore a number of strategies and techniques that can help you develop and refine ideas so you can create concepts that hit the mark.

1. Define in advance exactly what the goals of your concept should be.

When creating a new concept, it's important that you have clear goals in mind. By defining these goals upfront, you'll give your concept a clear direction and ensure that your efforts are focused on achieving the desired results. First, determine the main purpose of your concept. Is it to generate revenue, increase brand awareness or improve customer satisfaction?

Then set specific, measurable goals that align with that purpose. For example, if your goal is to increase revenue, you might set goals like increasing sales by 10% or growing your customer base by 20%. By setting your goals upfront, you can create a more targeted and effective approach tailored to your specific needs and goals.

2. Use AI tools to quickly analyze the situation.

If you want to create perfect concepts in the shortest possible time, using AI tools can make all the difference. The technology behind AI tools allows for quick data analysis and insights that can help you develop your concept.

Using AI-powered analytics tools can save you valuable time and resources that you would otherwise spend analyzing data manually. These tools can quickly identify patterns and trends that can then be incorporated into your concept development process. With AI tools, you can be confident that your concepts are backed by data and insights, which can increase the likelihood of success. So why not take advantage of this technology and use AI tools to create perfect concepts quickly?

3. idea collection: brainstorming - but please with a time limit.

Creating the perfect concept can be a daunting task, but with the right approach and tools, it can be done quickly and efficiently. One such tool is brainstorming ideas, but with a time limit. In this technique, you set a specific time limit to collect as many ideas as possible without overthinking or analyzing them.

This approach encourages creativity and the free flow of ideas, allowing you to come up with unique and innovative concepts. The time limit also prevents you from getting stuck on a single idea and allows you to explore different possibilities