

Simone Janson (ed.)

IDEAL TEAM PLAYER



**Find & hire suitable employees for the right
job as a recruiter, promote cohesion through
a selection process, achieve goals together
& successfully with others**

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Ideal Team player

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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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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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Employer branding and recruiting via social media: It all depends on the corporate culture

// By Katharina Daniels

There are many, highly interesting researches on company cultures that describe a company's self-understanding. These self-perceptions are also reflected in the company as a whole, that is, as an image of the mood of all the actors who work in this company, from the board to the worker on the assembly line.

Lack of authenticity as a threat to the company

The web demands its own kind of intelligence and experience. If instruments are selected that run counter to the character and nature of the company, not only non-authenticity is dangerous to the company's reputation.

It also gets into the situation, breathlessly pursue a development and thereby lose the reflection on its own grown values.

The culture of the company is important

I am not talking here about the word for remaining in the status quo, but I am talking about the fact that it is meaningful indeed survival is necessary, very closely to watch, which development is now to be at this moment already.

And it makes sense to look at the culture in this company very closely. For this we have to go into more detail.

From the self-understanding of the individual to the company

This works somewhat analogously to the self-understanding of an individual:

- Am I rather a person who likes to push things quickly?
- Am I someone, too many discussions extremely annoying?
- Am I more someone who really enjoys working in teamwork?
- Is the feeling of having managed something together, important to me?

Logic and action logics of the individual

A very vivid model is the model of the US social psychologist Clare Graves, who has explored, from the evolutionary development of man, in a constant commute between the individual combatant and the collective spirit, five logic and action logics characteristic of companies.

These are the power, the order, the achievement, the community and the integration. These thinking and action logics strongly determine the coexistence in the company, in teams.

What to do when teams merge with different action logics?

Let's just imagine two teams to merge, one of them is absolutely team-oriented (action logic community), proud of the jointly achieved result.

The other is based on performance and once again on the performance of the individual; it counts on what the person has achieved or who has achieved without the community. The misunderstandings are practically popping up and can sometimes turn into war.

Power or order - what matters?

Or the action logic power: Here is important what the boss says, or the action logic order: main thing, things go their ordered course, too much lateral thinking gnaws at the basic festivals. Every culture has its right, no one is just right or wrong, it always depends on the context.

What, however, is the defining aspect of an Internet, an online culture? In the standard case, co-determination, dialog-oriented processes, cross-thinking, and at the same time the emphasis on subjective understanding.

The 5 revelations in the Graves model

It is a very colorful mixture and such an understanding in the company to endure requires maturity, requires an integrative culture, the fifth stage of the Graves model:

An enterprise culture that can deal with contradictions, which can also tolerate openness that demands it when it comes into criticism against the company.

Classic corporate cultures are afraid of the Internet

One can imagine that in a highly autocratic company, in a company where the self-understanding about beam and guide figures is transported, the diversity, the imponderability, which includes an on-line culture, has a terrifying effect.

A company that still predominantly defines itself as the classic organigram, with box-shaped competencies, in the interspaces of which so far vacillation, will not yet be ready for the anarchy of the net culture.

Anarchy of the net culture