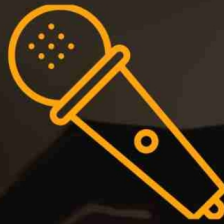


Simone Janson (ed.)



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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

Presenting Like Hitchcock: Exciting presentations do more! // By Michael Moesslang

Present as Hitchcock: 10 tips for exciting lectures // By Simone Janson

Perfect presentation in 7 steps: slide script, but exciting! // By Prof. Dr. Martin-Niels Däfler

The perfect speech: Action Baby! // By Anita Hermann-Ruess

Filmreif Present: An Oscar for Powerpoint? // By Gerriet Danz

Being sovereign: what is sovereign behavior? 2 X 8 Tips // By Dr. Cornelia Topf
Gesture facial expressions voice: the power of the right effect // By Simone Janson

Present confidently: How to reach your audience [9 times checklist] // By Simone Janson

Talk to success with the power of your voice: you know what you are saying! // By Gottfried Hoffmann

Preparing Presentations Make Preparations: 15 tips convince like arguments // By Simone Janson

Success through rhetoric: Bad speeches do not have to be // By Malte W. Wilkes

Good at speaking and giving lectures: 2 X 5 tips for speakers // By Simone Janson

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

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Appendix: Tips and Prompts for using the AI Extensions

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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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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 if you want to be noticed, you have to be visible. Nothing helps as much as brilliant rhetoric that arouses emotions and inspires and convinces other people - just like a rock star who wins over his fans. After all, everyone has something to say and targeted rhetorical tips and tricks help not only unwind content in front of an audience, but also be heard with your own message. This book helps build charisma, impact, persuasiveness and charisma. So that you are guaranteed to become a rock star with every performance!

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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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Presenting Like Hitchcock: Exciting presentations do more!

// By Michael Moesslang

Do you remember the films of Alfred Hitchcock? Vertigo, The stranger on the train, The window to the courtyard, Or above the roofs of Nice? For a while, but still some of his masterpieces are in the list of the best 250 films of all time.

Pull the audience under its spell

And are a prime example of tension. Presentations, on the other hand, are often boring and boring. More exciting presentations would be more careful, I thought, and I quickly came across the “Master of Suspense” in the search for techniques and tricks: Sir Alfred Hitchcock.

Anyone who understands how to draw his listeners into the spell will have more success. Because the everyday life of many presentations is unfortunately characterized by participants, who are unconcentrated, next to e-mail read or struggle with fatigue. And sometimes lose.

The perpetrator is always the presenter!

However, if they are not very attentive, the presentation quickly becomes wasted, which is also very expensive for the company. And who is to blame? Disinterested, stressed participants?

No, it is solely the presenter, who is responsible for the attention of the audience and thus for the success of his presentation. Because participants who do not listen, wander off because it is too boring.

Exciting like a Hitchcock movie

And now please remember the following world-famous film scene: A woman is in the shower after a hard day.

Somewhere in a lonely motel. Suddenly the shower curtain is torn to the side. Shriill music, staccato-like. The outline of an old woman can be seen in the backlight. She has a knife.

Master of tension

The old woman stabs the naked woman. Four times, five times, eight times. Then she disappears as fast as she came. The naked woman slowly sinks to the ground, falls over the edge of the pool. Dead.

Have you ever seen a film by Sir Alfred Hitchcock? “Psycho”, “The Birds” or my declared darling “The Invisible Third”? These films were made around 50 years ago and yet they have lost none of their tension.

97% of all presentations are boring!

What can presenters learn from these films? This question I have pursued looking for more excitement. For participants in German presentations, 97 percent of all presentations can be improved, many of them boring or even soporific.

It can be assumed that attention and ability to concentrate suffers. As a result, the results are worse or simply not achieved. A lot of money is lost. Exciting presentations would ensure much more attention and lasting attention.

The viewer knows more and more!

The “Master of Suspense”, as Hitchcock was also called, was happy to give the viewer an edge in knowledge over the protagonist. This is also what distinguishes a suspense story from a whodunit thriller. Whodunit is the verbalized word for "Who has done it.", Or: Who is the killer?

In suspense, this is not always clear from the start, but the hints are different. What is decisive is that the viewer knows more than the hero and he therefore wants to help it.

What is the core statement?

How can you make your presentation more exciting and eye-catching? Think about what your most important statement is. Do not betray them too early, but work with all the information on them. Many unfortunately already reveal what they have to offer.

Instead, start by delivering subtle hints without giving too much away. The decisive factor is that at the end an overall picture results and therewith a solution which the individual parts could not guess. That sounds more complicated than it is.

If, however, you start from the rear, that is, plan the climax first, then a logic for the individual information and the ideal time is obtained.

Incorrect tracks!

Then think about how you can still set the wrong track. So how you can make the actual solution rather unlikely. However, not by adding useless information.

Hitchcock would never have added a detail that does not serve the story that would have distracted.

What is the advantage of this multi-task? Quite simply, the participants are increasingly tense, which can finally be the solution. And this tension makes for a much higher attention and for more fun. Fun is a learning catalyst, it is easier to remember things that are connected with fun.

In addition, people prefer to listen to what increases your reputation. So, I can promise you it's worth it. Present in the future exciting like Hitchcock!