

Simone Janson (ed.)

FUN

WITH LEADERSHIP MOTIVATION &
CHANGE MANAGEMENT



Leading style in the
VUCA world, agile
teamleading &
employee
motivation, Learn
responsibilities as
an executive
without fear



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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 leadership is often associated with seriousness and a responsibility that weighs heavily on the shoulders of many managers. This is also due to the fact that in a globalized, rapidly changing economy, change processes must be communicated and carried out that are not always fun for the managers and employees involved. But as disadvantageous as this VUCA world may be, it also offers many advantages such as increased flexibility and agility, which can help you to enjoy responsibility. This book shows how to do it.

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.

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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.

Employer branding and change in corporate culture: smiling companies on a winning course

// By Anne M. Schüller

Laughing companies pursue winning strategies. They are lively and swing wonderfully positive. Your employees are cheerful, healthy, motivated and eager to work hard for the company. Only with such high-performance teams can the future be achieved.

Laughing companies attract the best as magically

In laughing companies there is fun, a greenhouse climate for splendor and a biotope for good ideas. They provide a perfect basis for top performance and economic success. Customers like to buy such products again and again. And they tell the whole world why this is so. So if the mood is right, the results will be right.

It is an ancient prejudice and a dangerous mistake to believe that fun and work do not match. Exactly the opposite is the case. Life and laughter in the company create sympathy. And mutual affection favors success. Laughter overcomes fear and ensures trust. Laughter activates the brain, it keeps us healthy and makes creative.

We enjoy what we enjoy, it is easy for us, we like to do it well. One of the best indications of how healthy a company is, provides the level of humor that prevails there: the common laughter in meetings, with the boss, in the corridors and in the canteen. Because only, who is well, who also has something to laugh.

Laughing companies are high-performance generators with heart

Laughing companies are not children's birthday parties, but high performance generators with heart blood factor. They constantly provide their employees with new challenges - at the core of their talents and on a willing basis. There we find an excellent performance level, an open, honest back-and-forth communication and appreciable mutual appreciation.

Laughing companies produce winners who can and are proud of their top results. A laughing corporate culture thus does not spring from a socially romantic cuddle course, but from an unmistakable economic calculation.

In laughing companies, the available energy is used constructively and non-destructively. The view of the entire organization is directed to the outside, ie to the market and the customers, because from within the company threatened nothing evil - and no danger, which binds unnecessary forces.

Why laughing companies deceive the customers

Creativity can only arise in cheerful brains. And only in a positive climate will loyalty, commitment, responsibility and creative power thrive in the long run. Developments and trends are sensitively perceived. The willingness to innovate is high. Changes are interpreted as an opportunity and not as a danger.

Cross-departmental and corporate boundaries create a willingness to participate at a high level, so that ideas, knowledge and insights can always be combined differently. The unfolding creativity leads to constantly new outstanding solutions and thus out of the copying trap.

Especially for employees close to the customer, it is important to work in a laughing company, because they contribute the corporate culture to the market. So it is indispensable to look for optimists in the job interview and to test not only the ability, but also the will. One recognizes this among other things by the answer to the following question: "Who is actually responsible for the fact that you enjoy the work?"

How dopamine euphoria puts us in top shape

Executives who want top performers better serve their employees with positive kicks, rather than threatening the scourge of failure. For challenges. The short-term stress has no negative effects, quite the opposite. It brings us in high form. The reward for learning and improving is a powerful drug: the bliss of having surpassed oneself.

With the achievement of high goals, the brain floods our body with dopamine euphoria, which makes us increasingly powerful, enterprising, positive and also confident and confident. And it awards our commitment to the construction of millions of high-performance neurons.

In particular, brain-workers experience this phenomenon. Because even flashes of inspiration are accompanied by dopamine. This leads to an activation of large neuronal associations and to a stronger networking of the learning contents. On the other hand, continued frustrations cause people to lose their ambition because dopamine production dies down.

How to become a laughing business

Executives should let the whole team work in the working atmosphere, because everyone is in his own way responsible for it. For this, I propose the following procedure: Draw a scale from zero to ten, with ten being the highest grade.

Select a criterion from the laughing section. Then let each individual employee mark anonymously the number of the department as a whole. Subsequently, all