

Simone Janson (ed.)

WORK IN A
NETWORK
TOGETHER



Use successfully swarm intelligence in project management, set team spirit & motivation in flexible organizations, achieve goals through good leadership

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Work Together in a Network

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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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Ihr Nutzen konkret: Inhalt, Aufbau und Struktur des Buches

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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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Paving the way for a new business world: Achieving key objectives and swarm intelligence with 7

// By Anne M. Schüller

Companies can only achieve the future if they gain the intelligence and the full creative power of top talent. Because the market is merciless.

In the biggest change process of all time

Something big is in progress. It will play a new game. We are right in the middle of the biggest change process ever. A paradigmatic change in ways of living, buying and working has long since become apparent. And the customers do not know a pardon. The transition from a classic pyramid organization to a network company must now be completed in a hurry. Digitally transformed, brave suppliers with fresh ideas drive the market forward with breathtaking speed.

And the "wisdom of the many", almost unnoticed by most companies, has long since taken over. What that means? Today, it is primarily their own customers who decide whether new customers come and buy. And your own employees play a major role in deciding who wins the best talent.

Suitable framework conditions must be established

Appropriate internal framework conditions and a leadership culture geared to this change are unavoidable, so that it is possible to be permanently enticing in such markets.

But while everything is changing outside, the managers in the company are strolling through the rituals of the past century with valuable rituals:

The companies are trapped in their own system

Top-down formations and hierarchy, silodenke, insular solutions and departmentalisms, control and instructional culture, budgeting marathons and key figure management, cumbersome reconciliation and traditional communication processes are just a few of the key words of many.

The companies are trapped in their own systems. And they will not fail in the market, but in their structures. Because with tools from the day before yesterday, the future can not be packed.

Re-launch: How companies can achieve the future

A rethinking is now urgently needed, at first, within the intercompany. The most important keywords are: open, flatten, widen. Networking and collaboration are the keywords. A timid refreshing of the existing is not enough. e

A realignment is required instead. Much must be given to a creative restlessness and much of a creative destruction (Joseph Schumpeter) in order to create space for something new, more suitable, and to equip oneself for the competition of the future.

7 key tasks against continuing as before

As before, there is no option. A re-start is up. Even before technological and product-based innovations, management innovations are required. Only to. The rules will never be the same again.

As before, there is no option. Rather, seven key tasks are to be tackled:

- Swarm intelligence
- Implement collaborative structures
- Reduce sentiment hierarchies
- Decimate regulations
- Silodenke dismantle
- Transforming yourself digitally
- Focus on customer focus

This is how swarm intelligence helps

The digital natives and their startup founders grew up in a digitally networked environment. They constantly move in swarms, which have their home in the vastness of the Web.

This makes them miles ahead of established companies. And they have to rethink if they want to be competitive in the future!

What is swarm intelligence?

If the established companies do not want to lose their connections, they have to understand as soon as social networks work effectively and how swarm intelligence can be used successfully.

Swarm intelligence is understood as the “wisdom of the many”, a more or less self-organizing collective intelligence that can generate a variety of innovative ideas beyond administration and bureaucracy.

Lonely decisions lead to the abyss