

DOOR OPENER

Use small talk communication
networking targeted to success, find
opinion leaders, get exactly the right
contacts, convince & persuade people
with rhetoric & charisma

Simone Janson (ed.)



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Door Opener

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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 networking is not the ability to randomly accumulate any contacts, but the art of finding exactly the right contacts that can be used if necessary. However, shy and introverted people in particular tend to be put off by typical small talk and networking situations. But the art of networking lies in the targeted preparation and follow-up of events. And that does not mean to have superficial conversations, but rather to specifically address the needs of the person you are talking to. This book shows you what you can do to find the right and exactly the right people and to build long-lasting, fruitful contacts.

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.

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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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learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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Experience Success and Inspiration: Discover your Way and support Sustainability

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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.

Networking - career tool or nepotism: Without vitamin B, nothing works!

// By Simone Janson

There were times when vitamin B was considered to be unfine. There was derogatory talk about clunches, nepotism and rope teams. That seems to have changed fundamentally today. The principle of "who knows whom" is the top success strategy.

If networking brings more than any application

Recently, during a lecture in Marburg, a participant told me that it was not so easy to get to her internship. At first she tried a normal application. In the second attempt, then, as she admitted a little bashful, she then used her vitamin B - and get the internship.

But immediately she added defensively: "But then I noticed that a lot of the people in this company got their job like this. So I'm no exception! "

Ethical concerns about networking

The example illustrates the disadvantage of the so often and so gladly (by the way, also by me) recommended career principle (Social) Networking: Apparently, there are still enough people, which is somehow unpleasant.

Because it has a negative connotation. Because many people want to convince with their honest work. Because you do not want to be dependent on others, etc.

People are not objective!

I am a little torn by myself: on the one hand, the desire is understandable that one wants to convince through its good performance and work. Very praiseworthy. On the other hand, people just do not work that way.

Because we are designed for communication. And often only perceive things that we want to perceive - selectively, as the gorilla experiment shows. The objective performance assessment does not exist!

The boundaries between networking and nepotism are fluid

This may bring people to the palm that do not have the appropriate contacts. Because their performance is misunderstood. Svenja Hofert has written an

interesting blog contribution. And it must not be an excuse for cousinism. But the boundaries are indeed fluid.

I found interesting in this context a survey that the Austrian Job Fair Karrie.at recently performed among their users - so it is not really representative, because theoretically, of course, each 10 times the same point can select. But let's assume that the numbers show a certain tendency:

“If you have relationships, you should also use them!”

The question was asked how important vitamin B is when looking for a job. A distinction was made between employees and employers. The majority of the participants said: “Those who have relationships should use them” - both a relative majority of employers (48 percent) and applicants (41 percent) agree.

This result is now interesting: While four out of ten employees (39 percent) are convinced that “nothing works without relationships” when looking for a job, 43 percent of employers believe that good people can find good jobs even without contacts. I rather believe that employers want to speak freely of the accusation of nepotism.

Employer: “Contacts not important”

Of course, every business wants to think and communicate that it has the best, most talented and great employees. Imagine a staff member who admits that he has selected an applicant not for objective abilities but because he knows the XY - he would make himself completely vulnerable. Even if that happens in reality often!

In addition, only four percent of 181 respondents on the employers' side say that relationships are the non-plus ultra in the search for potential employees.

Employees: majority does not believe in objectivity

Treacherously: 48 percent still advise applicants to let their contacts play if they have the opportunity to do so. And the fact that only objective criteria are used in the selection of candidates were given by only five per cent of the surveyed entrepreneurs and personnel decision-makers.

Incidentally, the employee side sees it completely differently. For example, just under a fifth of the 563 employees surveyed (18 percent) think that qualified people can find good jobs even without help from others. And a negligible number of respondents - a meager two percent (!) - believe that application processes only include objective criteria.

The survey results in detail: