

Simone Janson (ed.)

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Team Spirit – Together Strong

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Published by Best of HR - Berufebilder.de®

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Imprint

The German National Library lists this publication in the Deutsche Nationalbibliografie; Detailed bibliographic data are available on the Internet at <https://dnb.dnb.de>.

ISBN of the German eBook edition: 9783965962286

ISBN of the English eBook edition: 9783965962293

German website of the publisher: <https://berufebilder.de>

English website of the publisher: <https://best-of-hr.com>

Team Spirit – Together Strong

4th completely revised and extended edition, 10.01.2024

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Published by Simone Janson

Duesseldorf, Germany

Concept, editing, graphic design & layout: Simone Janson

Cover design with Canva

eMail: publisher@best-of-hr.com

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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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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.

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Team building motivation and recruiting are exceptional: hike once with the LinkedIn founder

// By Simone Janson

Team building is supposed to get unmotivated employees back on their toes. LinkedIn co-founder Konstantin Guericke prefers to hold his meetings while hiking. And the model also seems suitable for recruiting. Or?

Walking with the LinkedIn founder

For companies, alternatives to traditional recruiting methods have long been available. Recently, on the future of staff, the largest European trade fair, I moderated a panel on teambuilding in recruiting. The question: Can joint climbing, skiing or hiking replace complex application process?

LinkedIn co-founder Konstantin Guericke, for example, has been wandering with students for years and states: "Sharing special experiences brings people together." TV star Manuel Andrack also emphasizes the connecting element: "When hiking, you go deeper and talk about the essentials."

Meetings - hiking instead of sitting?

Guericke founded the LinkedIn business network together with four others in 2003. Guericke and his co-founder Reid Hoffmann also wanted to get moving at their meetings - and started hiking.

However, LinkedIn was created in a long development process in which several people were involved. "But we talked about it a lot when hiking," recalls the founder.

From founder to venture capitalist

According to LinkedIn, Guericke was a manager, consultant, and a board member at various companies. Since 2012 he is a partner at Earlybird, a Berlin-based venture capitalist.

The passion for hiking remained: 10-15 meetings he completed every week, many of them with new founders of his former University Stanford.

What can you discuss while hiking?

Strategy and personnel issues as well as business ideas could be discussed well while walking: “It makes little sense to look at an app on the go; if you can't explain your idea in a nutshell, it's hard for customers too, ”says Guericke.

Because of the spatial concept, remembering important things works even better than sitting down: "I go through the path again in my memory and link content with experiences."

How to organize a hiking meeting

However, the meetings require organization: “The route must be wide enough for several people. Ideal are two to three people, up to eight are not a problem.

Sometimes we need WiFi and also public toilets. ” 80 percent of Guericke's hikes therefore take place in the same place.

Organizers have jumped on the train long ago

It is therefore no wonder that resourceful organizers have already discovered nature for meetings. In Tenerife, for example, you can walk in the world's third-largest volcano crater, popular with American IT companies is a banana plantation.

In Norway, on the other hand, the entire Trollfjord becomes a location and hiking meetings take place on pilgrimage routes. The only question left is: Who are hiking meetings suitable for? “I have already convinced some business partners. In principle, I have not yet found an unsuitable topic, ”says Guericke.

More communication as an economic advantage

Maybe Marissa Mayer would have asked him for advice. When she announced in 2013 as a relatively fresh Yahoo boss that her employees were no longer allowed to work in the home office, the outrage was extremely high. It later turned out that this was also an economic advantage. Steffen Hopf, head of Yahoo Germany, said: “Teamwork in particular benefits.”

Because if team spirit and identification with the company are missing, that's a problem. The consulting firm Gallup has been creating an engagement index for Germany since 2001. According to the latest surveys, as many as 67 percent of those surveyed are on duty and 17 percent have quit internally.

Teambuilding with snowball effect

Maybe team building will help? In Switzerland, I saw the so-called Meeting Trophy: eight teams solve tasks and compete against each other, for example, in pedal boating or snowball throwing.