

Simone Janson (ed.)

# POWER & IMPACT

Secure status, achieve goals  
tactically, use communication  
rhetoric body  
language, manipulation  
techniques & psychology of  
persuasion,  
guide & understand people



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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.

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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/>.

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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 the word power has a bad reputation. It is important for everyone to experience their own self-efficacy. Because only with sufficient assertiveness can you achieve your goals. Ultimately, whoever has power determines the direction of the march. But this also includes recognizing, understanding and performing interpersonal power games as well as communicative tricks and tactics of other people. Last but not least, the right effect on others, also through communication, body language and rhetoric, creates a considerable degree of personal freedom. And this book shows what is important when it comes to securing power and status.

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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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# **Safe and confident in dealing with power and status: Effective through eye-level!**

*// By Dr. Cornelia Topf*

To be respected, to have influence, to be respected, "to apply something" - who didn't want that? Whoever has many options for action is more powerful than someone who has no or only a few. But how do you get there? And isn't power often bad?

## **Who wants to shape, needs power**

Often I am confronted in coaching with the reservations that many people have against power: that power is something evil, something that you exploit and abuse - so you better keep away from it.

Power helps to enforce your own goals. And those who communicate at eye level can negotiate more constructively. Often enough only a subjective perceived balance of power for it. Freelancer is negotiating with multinational corporation - where do you go here to power balance, you will ask. The answer: all a matter of attitude!

## **Also in social relations**

What many people do not see: In order to have influence in a social relationship, in order to enforce one's will against the reluctance of others, in order to weight our own interests more than the others, we need power.

When it comes to shaping the future according to one's own ideas and solving many other challenging tasks, one needs personal resources and often also financial, relationships, status, in short: power.

## **Knowledge is power!**

Often the way to eye level leads over the knowledge. Knowledge is power - knowing nothing does not matter, says mockingly the vernacular. This is obviously a saying of the powerless.

If we are not dictators, despots, or emperors personally, we need knowledge.

## **Invest in the right people**

But that alone is not enough if we are not able to make ourselves and our knowledge accessible to the "right" people in powerful networks of relationships.

Whoever invests in these “generally also reaps returns in the form of access and opportunities,” writes Dagmar Deckstein in the SZ in her review of the book “Die Fromel der Macht” by Harald Katzmaier and Harald Mahrer.

## **Powerlessness does not make you happy**

You do not want to prevail against the reluctance of others? You perceive this as an abuse of power? But powerlessness is much worse, literally and figuratively. Because most of the time we wake up from this

Fainting just not in the arms of a prince or a princess, but annoy us about the fact that of all times we have pulled the short straw, we have not considered, once again the stupid others were preferred ....

## **We decide for ourselves!**

And often it is not just the others, the circumstances, the life as such, the economy, the political weather or a Chinese butterfly that are to blame, but we alone.

We decide for ourselves whether we want to gain power and status, or rather want to be pushed back and forth as discretionary mass. And we also decide for ourselves how to use power: for our own or others' benefit. Cynical and self-righteous or as a means of problem solving.

## **What makes a sovereign driver?**

At the beginning is the consideration: Prefer to steer the bus on the driver's seat, determine the direction and speed or rather ride in the last row? What makes a sovereign driver?

Is it physical or mental superiority, my specialized knowledge, my high organizational ability, my social competence? Or do I tend to take advantage of power structures and create fear among the subjugated?

Only when you have clarified these questions for yourself, you can take the second step: How do I achieve power or how do I make more powerful?

## **Always have a plan B in your pocket**

In principle, trust in the quality of one's own performance and products, in one's own ability, ie, self-confidence and self-assurance in the classical sense, continue to help.

Above all, the “Best Alternative To The Negotiated Agreement”, the BATNA, helps. As a power factor, it “makes” it more independent and therefore stronger.