

PSYCHOLOGY OF

TRUST

Simone Janson (ed.)

BETWEEN BETRAYAL &
CONTROL ADDICTION

Sabotage manipulation criticism
conflict management mindfulness
emotional intelligence
communication rhetoric resilience



Psychology of Trust! Between Betrayal & Control Addiction

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Table of Contents

Imprint

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

Employer Branding with Home Office: Confidence work as a PR topic? // By Simone Janson

Employee disloyalty: loyalty and trust count // By Anne M. Schüller

Concepts for Failure Risk and Wrong Decisions: The Illusion of Control // By PD Dr. York Hagmayer

Agile leadership and the end of the hierarchy: trust wins // By Roswitha A. van der Markt

Team cooperation instead of competition: sharing and gaining trust // By Ulrike Stahl

Finding friends, realizing potential: trust creates dedication // By Jörg Romstötter

Control emotions for more happiness: forgive trust let go // By Gottfried Hoffmann

Unleash potential through trust: 7 tips against fears // By Marc M. Galal

Convincing communication: Understanding as a competitive advantage // By Reiner Neumann

Employee motivation and confidence increase performance: 2 Times 8 Leadership Tips // By Hartmut Laufer

Authentic and good selling: trust counts! // By Lars Schäfer

Employer Branding for More Employee Confidence: Rethink HR with 30 Questions! // By Simone Janson

Designing leadership styles cooperatively: control is good, trust is better! // By Antje Heimsoeth

Invest successfully in finance: with a nose and trust // By Dr. Markus Elsässer

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

Authors Overview

Anne M. Schüller

PD Dr. York Hagmayer

Roswitha A. van der Markt

Ulrike Stahl

Jörg Romstötter

Gottfried Hoffmann

Mark M. Galal

[Reiner Neumann](#)

[Hartmut Laufer](#)

[Lars Schäfer](#)

[Antje Heimsoeth](#)

[Dr. Markus Elsässer](#)

[Simone Janson](#)

[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher
of the Year Best of HR - Berufebilder.de®](#)

[Appendix: Tips and Prompts for using the AI Extensions](#)

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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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Employer Branding with Home Office: Confidence work as a PR topic?

// By Simone Janson

Many companies complain about a shortage of skilled workers. Flexible working hours, trust-free working hours, such as those introduced by companies from Microsoft to Coca-Cola, are designed to make employers more interesting. But the topic of home office has long been a big PR topic.

Home Office - PR against a shortage of skilled workers

Working from home has numerous advantages: Home office enables employees to organize their time flexibly, they can save time and gain quality of life. Thanks to less commuter traffic, CO₂ consumption is reduced and the environment is protected. In turn, companies benefit from happier and more productive employees.

Companies are also increasingly discovering the topic for themselves. Unfortunately, there are often austerity measures or PR interests behind it. But even as a tool against skills shortage, the home office increasingly popular.

Show-Mom dismantles hip tech startup

When Yahoo boss Marissa Mayer announced in an internal memo that her coworkers are no longer allowed to work in the home office, a storm of indignation broke out. Because Mayer had already broken two taboos: She spoke out as a newly minted mother against family-friendly working conditions.

And it dismantled a bit the hip start-up image of American IT companies, which are pioneering the transition to a more flexible work culture.

Home Office as a recruiting topic

So it's no wonder that the topic is also important in recruiting: studies such as the "Recruiting Trends" and "Application Practice", which are carried out annually by the Center of Human Resources Information Systems (CHRIS) at the Universities of Bamberg and Frankfurt together with the Monster career portal, show again and again:

Of the respondents 1000 companies, 83,8 percent consider flexible working time models to be an important measure against the shortage of skilled workers, while at the same time 10 percent respondents surveyed by 000 85,9 rate the home office positively. Flexibility as a basic need of Generation Y

Flexible work as a normal case?

At Coca-Cola Germany, flexible working has been the norm since 2012: "We have dealt with studies and the needs of Generation Y," explains HR Director Nadine Ziese. There were already rules for family-friendly work before, but less flexible: "All employees can now decide for themselves when and where they want to work, provided that the company's priorities allow it. The recording of working hours is voluntary. That strengthens personal responsibility, "she is convinced.

But there are restrictions, as Ziese explains: "Working from home is not the right thing for everyone: Working in a company also includes personal exchange with one another, for example. You have to decide on a case-by-case basis whether a task can be done at home or whether arrangements require being in the office. "

SMEs are having a hard time with the topic

Much more difficult than large corporations are medium-sized companies with the topic, as Steffen Schoch, Managing Director of the North Black Forest Economic Development Agency, states: "Very few have home office regulations, or if they do, they do not comment on them," says Schoch and adds:

"Especially in owner-managed companies there is a special level of trust between boss and employees, which, according to the fear, could suffer from the physical distance." According to Schoch, flexible, family-friendly working hours could be an enormous competitive advantage for employers who want to be attractive to young talents, especially in rural regions. "But many companies have not yet realized that they can benefit from it."

Flexible working hours required by young employees

Securing skilled workers was also the decisive argument for medium-sized Hansgrohe when it came to making working hours more flexible: "Our Schiltach location has different advantages than a large city.

Flexibility of working hours was repeatedly asked by young applicants, but above all by our female employees who are returning from maternity leave, "explains HR manager Thomas Egenter. That is why there are now contractually agreed teleworking positions and flexible home office solutions in all departments except in production - but only on two days a week.

Not announced in every industry

Not only some companies, but also applicants are skeptical about home office. As the CHRIS study shows, 55,6 percent fear missing information sharing, 28,6 percent decreasing team productivity and 16,5 percent more work.