



QUALITY  
CHECK! THIS  
IS REALLY  
A GOOD  
THING  
✓

Simone Janson (ed.)

Focus on strategy clarity & priorities, make the right decisions, learn emotional intelligence & resilience, say no & achieve goals

# Quality Check! This is really a Good Thing

Focus on strategy clarity & priorities, make the right decisions, learn emotional intelligence & resilience, say no & achieve goals

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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/>.

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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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.

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# **As companies with customer service instead of mass processing exist: quality before quantity**

*// By Simone Janson*

In many industries is complained about declining purchasing power or willingness to buy and the stinginess-is-cool and vain mentality. As a result, quite a few companies are trying to produce even more cheaply and are fiercely fought over by price hurdles that no one can win because the price spiral is spiraling ever lower.

## **Everyone knows it, no tuts!**

Marketing experts have known advice for years: Optimal quality and service, for which customers are prepared to pay accordingly. Alone, most companies fail because of the implementation. Unless they are forced to provide better service by public pressure, as is the case with o2.

It's a shame that it always has to get this far. Because the thing with "better quality, more service equals higher attractiveness, for which the customer is then willing to pay" is somehow like the thing with healthy food: everyone knows that it is theoretically better to do in practice but then none.

## **"We always did that"**

There are many reasons: Firstly, the convenience "we always did it this way, why should we change it now". But also pure fear paired with a lack of foresight: why spend money now that you may not have if the future benefits are somewhere abstract in the future?

In order to set quality as a company, one needs above all: a strong personality and the courage to push his own wishes against a majority opinion in case of doubt, in order to persuade others later. And, because the success is more long-term, but also much more sustainable, also sufficient endurance.

## **Health and quality stat fast food**

In Canada, I have come across two examples that are extremely successful with this philosophy. People who have successfully positioned themselves against the classic fast food culture.

Because while, for example, the supposedly best fish dishes in North America are at Ozzys, a snack bar with wooden benches on the main road, and emigrant Daniel Schmitz from Koblenz also states: "German food is better than in Canada." Others believe in health, quality and high quality Level.

## **Breakfast - but high quality!**

Frenchman Cora Mussely Tsouflid from Quebec was forced to leave 1967 by her husband and had to come up with something to make ends meet. And she did what she did best: she cooked and prepared her own breakfast creations that she sold first at home, later she opened her own breakfast restaurant, now she has a chain of eight restaurants across Canada.

It was from the beginning, quite untypical for North America and long before the trend towards a healthy diet convinced that a good breakfast should be of high quality and only from healthy ingredients. And with this conviction, she succeeded in spite of all the unknowns.

## **Making yourself as an insider tip**

Alexander Haun, with his 2009-based Restaurant Savour, is also very similar to quality. Haun, whose father immigrated to Canada from 30 years ago, has won several cooking awards, including the gold medallion at the Kocholympiade.

Its small restaurant, almost family-like restaurant, is in the region as an insider tip. Because it offers only few places, who wants to eat here must reserve. The size has the advantage that the twenty-five-year-old can complete the kitchen himself, while his wife works in the service. The motto: better fewer guests and really good quality and service instead of mass handling.

## **How important are quality and enjoyment?**

But quality and enjoyment are obviously not important for everyone: The German Nutrition Society (DGE) eV advises professionals to eat a balanced diet and, above all, not to eat on the side. But a recent survey shows that a good third doesn't even take the time to have lunch.

A survey of 3.400 JobScout24 users shows that 33 percent of those surveyed do not take the time for a "real" lunch break, but rather eat a little something at their desk. Another 28 percent go to the canteen to save time and money. Although the time factor seems to be decisive for many professionals when it comes to organizing their lunch break, only 10 percent use the break to do their shopping, for example.

Saving is very popular with a group of around 14 percent of those surveyed: this is where Henkelmann is making a comeback and making its way back into the kitchens of German companies. Because if you bring your own food from home, you not only know what you have, but also save money. Another 16 percent of the survey participants do exactly the opposite and take a little break during their lunch break. You go to one of the surrounding restaurants and also use the food intake to get to know colleagues better.