

Simone Janson (ed.)

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THE 007 STRATEGY



Earn more money through charisma
body language & the power of
rhetoric, learn self-awareness
psychology & communication, use
self-confidence charme &
manipulation

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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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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 who wouldn't want the charm and impact of 007 James Bond? His appearance is always elegant, as if he had learned the etiquette by heart, but in crisis situations he acts confidently and with great repartee. The good news is that such charisma and the financial success that comes with it can be learned. This requires, among other things, psychological sensitivity and emotional intelligence, which allow us to respond to others but also to see through power games, lies and manipulations. In addition, consciously used gestures, facial expressions and good behavior strengthen the personal charisma. This can decisively support one's own rhetoric, for example in negotiations. Those who know how to use intelligence and body language correctly can use them so successfully for advancement in their job. This book shows how to do it.

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Motivation error volition - willpower: the crux with the implementation strength

// By Dr. Cornelia Topf

The greatest enemy of our will is - ourselves. Because we always put ourselves on our feet again and again. Let's stop it!

Error motivation

There is a common misconception: that only the will and goals move mountains. Do you have goals? Everyone has goals! And now? What does that bring you? Nothing if you don't have the necessary implementation skills.

Jasmin has one goal: "I should urgently talk to my boss about the distribution of work - but I just can't do it..." Malte also has one: "I could be promoted if I took this additional qualification. I've been doing this for months, but I can't get the curve! "

Conversion strength is necessary

Well, then both have to motivate themselves better! Motivation? A mistake. Jasmine is so overwhelmed that she is extremely motivated to do something about it - but she doesn't. Malte absolutely wants the promotion - but he does not register for the course: motivation is necessary. But it is not enough. By far not.

If you are motivated to achieve your goals, you need above all implementation strength to achieve them. This willpower that creates deeds is called volition (pronounced in German; like "ammunition"). It is nothing new. Schopenhauer was already interested in volition in 1819 (in "The World as Will and Imagination"). But in the years since, "motivation" has simply become the more popular fashion. To this day, it has taken revenge for everyone who is motivated to the tips of their hair, but still does not achieve their goals.

Volition - the opposite of motivation?

Nevertheless? Precisely for this reason: Motivation is not enough. If I want to achieve a goal, it is not enough to want it very badly - above all, you have to take the necessary steps to achieve the goal. For example, when the boss says to Jasmin: "Distribution of work? It stays the way it is. Not an issue at the moment! "

So Jasmin's motivation is on the ground. But because her will is strong, she says with her teeth clenched: "For me, yes. Let's talk about this."

The what-the-light effect

The two researchers, Janet Polivy and C. Peter Herman, investigate why so many people are doing so many things and often abandon their plans. They discovered the What-the-Hell effect Rudi suffered.

He made a firm commitment: "I have to better record my customer conversations - I am constantly missing sales opportunities because of my clutter!" After making this resolution, he also evaluates the conversations better - exactly twice.

Too early

After the third time, something urgent intervenes and he doesn't get there. Instead of simply going on with the fourth conversation, he involuntarily thinks: "Oh crap! Has no 'value!' and he gives up.

Why? Because this will-killer works subconsciously. As soon as Rudi becomes aware of it, he can say to himself: "Two out of three is better than zero out of three - and with the fourth I just keep going like before!"

The mind is willing, but the flesh is weak

Why do tennis players often hit their fists after a successful hit? Marotte? No. The fist strengthens the will. Iris Hung from the National University of Singapore had a group of subjects either banging their fists, holding a pencil firmly between two fingers or tensing the biceps.

The other group should hold their hands in a bucket of ice water without this muscle tension, drink vinegar or buy something healthy in the cafeteria instead of delicious sweets. For all three tasks, that group showed significantly more willpower that had previously strained their muscles.

The spirit of the mind inspires the mind

Ron Friedman and Andrew Elliot of the University of Rochester simplified the whole: subjects should solve difficult anagrams.

Those who clasped their arms remained almost twice as long as those who put their hands on their thighs: When your body assumes a will-strong attitude, your actual willpower grows by feedback!

Will vs. idea

When will and imagination are in conflict - who wins? We often give it up unconsciously when we answer a good suggestion: "I just can't imagine that!"