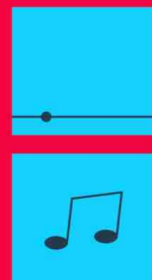
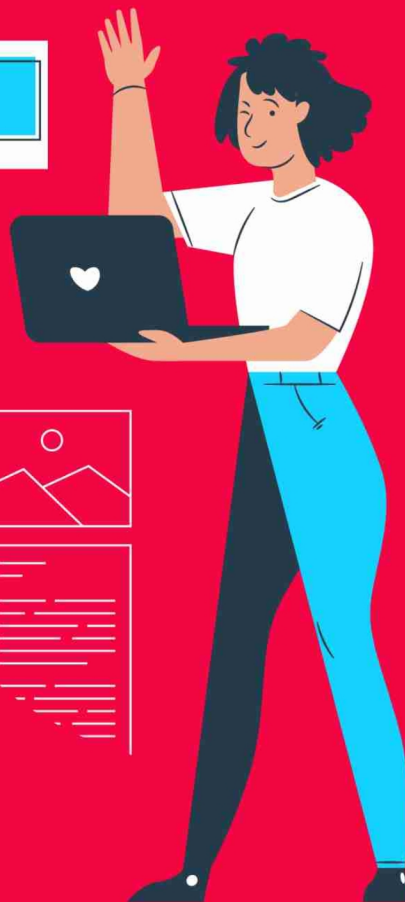
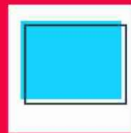


# TRUTH FREESTYLE DUTY

LIVE & WORK CONFIDENTLY  
BETWEEN CONFORMISM & FREEDOM

Simone Janson (ed.)

Use motivation  
emotional  
intelligence &  
resilience, learn  
communication  
rhetoric & conflict  
management



# **Truth Freestyle Duty. Live & Work confidently between Conformism & Freedom**

Use motivation emotional intelligence & resilience, learn communication rhetoric  
& conflict management

*Simone Janson (ed.)*

Published at Best of HR – Berufebilder.de®

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# Imprint

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

ISBN of the German eBook edition: 9783965964549

ISBN of the English eBook edition: 9783965964556

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

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

Truth Freestyle Duty. Live & Work confidently between Conformism & Freedom

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](mailto: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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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 self-realization and self-love sound so simple, but are very difficult to implement for many people in the conflict between social adjustment and personal freedom. There is the love of truth that we all carry within us, but also the sense of duty that sometimes forces us not to be too strict about the truth. And there is the living out of personal desires. If only I were more self-confident”, many wish for it when they are exposed to unexpectedly embarrassing situations or verbal attacks. And often in addition to the conflicts with others, there are also your own thought patterns and learned behaviors that block you. But authentic self-confidence, a confident demeanor and a relaxed approach to criticism can be learned; self-love is the key to success here. This book wants to encourage and show that it is worth following your own ideas and values in your life and not paying too much attention to what others say.

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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# **Feedback loops and error culture in companies: failure as a leader to success**

*// By Eric Ries*

Henry Ford is one of the most successful and famous entrepreneurs of all times. The idea of company management is closely linked to the history of the automotive industry since its beginnings, and therefore it is an ideal metaphor for a startup.

## **The recipe for success of Henry Ford**

Before Henry Ford became a corporate executive, he was an engineer. He worked day and night in his garage on precision instruments that allowed the cylinders of the engine to move.

A car with an internal combustion engine is powered by two important and completely different feedback loops. The first one is inside the machine.

## **The engine as a crucial element**

Every little explosion in the cylinder produces the driving force to turn the wheels, but also triggers the next explosion. If the timing of this feedback loop is not precisely controlled, the motor stutters and goes off. Startups have a similar engine, the growth engine.

Their respective markets and customers are different: a toy manufacturer, a consulting firm and a factory does not seem to connect much at first sight - except for the growth engine, which is the same for all three.

## **Not all changes are improvements**

Every new product version, every new product function and every new marketing program is an attempt to improve this growth engine. But, as with Henry Ford's experiments in the garage, not all the changes prove to be improvements.

New product developments take place only sporadically. Much of the time is spent in a startup to optimize product, marketing or operations. The second important feedback loop in an automobile includes the driver and the steering wheel.

## **The steering process is crucial**

The feedback is so immediate and automatic that we rarely think about it, but it is precisely this steering process that makes driving different from other types of transport.

If you drive to work every day, you probably know the route in your sleep. But if you were asked to close your eyes and explain exactly how to get to the office - not the distance, but every single rotation of the steering wheel and every foot movement on the pedals - you would find that you are not successful.

### **A highly complex process**

The choreography of driving is incredibly complex when you "downshift" to think about it. Rocket ships require exactly this form of calibration in advance.

You must be provided with high-precision work instructions prior to maiden voyage: programming that regulates every thrust, every missile firing, and every change of direction.

### **No mistakes!**

The slightest error at the time of the stack could have catastrophic consequences for 1000 miles later.

From the business plans of many startups, one could unfortunately conclude that they want to leave a rocket ship, rather than drive a car. And this is a crucial mistake in the company's strategy.

### **StartUps thoroughly planned through**

Many young companies and startups determine all the steps and expected results down to the smallest details. And as with the planned launch of a missile, they are programmed so precisely that even the slightest misconception can have catastrophic consequences.

A company that I've worked with predicted a new product to have a significant customer acceptance - in millions. Boosted by the spectacular launch, the company implemented its plan precisely.

### **The bill without host**

But it had made the bill without the landlord - the customers did not bother about it. And worse still, one had invested in a comprehensive infrastructure, hiring employees, and technical support to cope with the customer stream they were waiting for.

When it failed to appear, the company had leaned so far out of the window that it could not adapt in time. It had been successful, good faith, and rigorously "programmed for failure," clinging to a plan that had numerous misconceptions and weaknesses.