

Simone Janson (ed.)



# UNFOLD NOT LIFT!

NEW WAYS TO SUCCESS

Boost your self-love confidence & awareness, learn  
charisma emotional intelligence & resilience, know more  
about skills psychology & rhetoric

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# **Unfold, not Lift! New Ways to Success**

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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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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.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

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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## **Experience Success and Inspiration: Discover your Way and support Sustainability**

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So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

# **Career reorientation and a new beginning: Get off the dead horse!**

*// By Simone Janson*

Which profession suits me is a frequently searched term in Google. Many people are looking for a job that fulfills them. Because in reality it is more difficult to implement this, we show you here why new beginnings often fail and what they can actually do to make it work - even for a fresh start from 50.

## **Learning from the Fairy Tale**

Our expert for professional reorientation is Tom Diesbrock. In his post about [self-efficacy](#) he says: "Princes in fairy tales are more likely to be directors who actively take their lives into their own hands. Many others are more like extras who passively wait for something to change. "

He makes it clear what a career new start is all about: that you take your life into your own hands and actively pursue your goals instead of simply hoping for impulses from outside.

## **Do you believe in fairy tales?**

But why don't more people do it? Diesbrock has the reasons for this in a series of articles Best of HR – Berufebilder.de® with the title "[10 Reasons to ride a dead horse](#)" Listed. One can see how absurd and pretended some reasons are.

Many people prefer to stay like Sleeping Beauty in the fairy tale castle and hair on the saving prince who cuts through the thorn hedge than to become active themselves. But honestly, do you believe in fairy tales? Just!

## **Social factors**

But it is not only the pig's own inner guilt for the misery, but also the social environment and the mentality can successfully lead a willing professional translator successfully from his project.

Incidentally, a thesis that Robindro Ullah vigorously contradicted in his blog post in response to my publication of a text on the subject at RP-ONLINE:

## **Pig dog or environment?**

*However, I do not quite agree with the contribution. I have not yet had the experiences that Simone Janson describes in our group ... It may be that it looks*

*different in other companies, but actually I thought I would work in a conservative shop ...*

Then I ask myself smoothly: What does it look like in reality? When, for example, I apply for a degree in the humanities of the Deutsche Bahn? Because as a rule it is not really easy. However, one must also say that some people simply have little desire for something new!

### **Dear dissatisfied advancing than translating!**

This is what the majority of Germans also look like: In a survey among employees, the consulting company Gallup 2010 found out: Good 66 percent of Germans do duty according to regulations and count the hours to holidays and holidays.

And even 23 percent has quit internally. Fully motivated, whole 11 percent are still working. But why do these workers have no consequences? Why do not you just dare to switch jobs?

### **Professional new start from 50**

Even in the allegedly difficult age from 50, a fresh start is still possible and sometimes even easier than with 30 or 40 - because the family obligations no longer exist.

However, job seekers have to outbid with other pounds than young converts and play their professional experience on the job market. Then, according to the unanimous opinion of various experts, they have a good chance of finding a new job.

Best of HR – Berufebilder.de®-Author Katharina Daniels shows in her two-part series very beautiful, such as one [Restart in the food center](#) succeed.

### **There are successful cross-borderers**

In fact, there are many examples of successful career changers. For example, the former ÖTV chairwoman and later chancellor adviser Monika Wulf-Mathies began her career as a historian and came as a newcomer to politics and business. From 2009 she was manager at Deutsche Post DHL and has been a consultant to the board since 2009. Today she says about her career: “You need commitment and hard work, willingness to perform, pleasure in work, determination and persistence, willingness to take risks, a healthy self-confidence, assertiveness and willingness to make decisions, and not to forget: happiness!”

Many of the others have managed to go into unusual ways: the political scientist Johannes Lenz, for example, came to the communications department of an advertising agency, the historian Stephan Zeilinger became a lawyer in a law firm