

Simone Janson (ed.)

Multitasking

*Do Everything at the Same Time
without Stress*

Learn discipline, train
emotional intelligence
& resilience, work
more efficiently in
project management,
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.

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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specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

Your Benefit in concrete Terms: Content, Organization and Structure of the Book

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 multitasking has become an integral part of our professional life - and that doesn't always have to be bad. Digitization, employers and customers demand more efficient, faster and high quality work from us - preferably all at the same time. This leads to stress and excessive demands for many people because they lack the right methods to be successful despite the pressure to perform. In our society the myth persists that you have to be specialized in your field in order to work efficiently and to be successful. But the opposite is the case, people who combine different work areas with one another and can adapt flexibly and agilely to changes are often more successful - precisely because they have a broader base of experience. This book gives tips and instructions on self-organization and time management, how to avoid stress successfully, how to increase motivation and concentration and how to improve the quality of life and work in spite of increasing demands at work.

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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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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Outsmarting Yourself: How to NOT Quit Smoking

// By Dr. Volker Kitz, Prof. Dr. Manuel Tusch

You should not think about purple cows and white bears. But just because you should not think about it, her brain has been constantly busy with the cow or the bear. Right? What's going on in your brain?

White bears and red Volkswagen

In another experiment, the subjects are told to think of a red Volkswagen every time the white bear appears. As a result, the white bear does not disappear. But this time the fallback effect is much weaker.

We call this “diversion” to a very specific, always the same alternative idea in technical terms a “focused distraction”.

Ironic processes in action

Ironic processes occur not only in thoughts, but also in actions. If, for example, subjects are given a pendulum in their hands, and they tell them that they should not let it slip in any particular direction, then they do exactly that.

You can not suppress it. The effect is particularly strong if the subjects are to do another task, for example, counting backwards from 1.000 in three steps or holding a heavy brick in the other hand.

How not to quit smoking

Because many people never hold a pendulum in their hands, the phenomenon has now been checked and confirmed by more everyday things:

If smokers are allowed to suppress their thoughts on cigarettes for a week, they smoke a lot more than a comparison group, which should not suppress their thoughts. And anyone who is not supposed to think of chocolate for five minutes eats something much more than someone who just gave his thoughts free rein.

What's happening?

It is assumed that two processes are running at the same time: unconsciously we are driving a control program, which constantly monitors whether the prohibited thought occurs somewhere.

A second, conscious program should then suppress the thought as soon as the control program alerts the alarm.