

Career Plan

JOB APPLICATION FOR EXECUTIVES

Simone Janson (ed.)



The right strategy with guaranteed success, apply with templates, convince with motivation & cover letter, sell with a perfect resume



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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/>.

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In addition, our unique [publishing concept](#) offers you many best practice tips and examples from successful managers, entrepreneurs and other exciting personalities.

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Career planning and strategy for executives: Attention blind spot!

// By Maike Dietz

German executives have a blind spot when it comes to career planning: young talents focus their attention mainly on the outside - on other employers and supposedly better positions. An internal career is seen as stuffy and simply no longer state-of-the-art, the view of internal careers is therefore usually neglected.

Old hare with brace reflex

The long-established executives do the opposite: they still know times in which aspiring talents learned "from scratch" and then rose within the company.

So they cling to their internal careers, often fighting for every single post and every post, losing sight of real alternatives, internally and externally. Their blind spots are often external career alternatives.

Leaders with a blind spot in career planning

Basically, the following applies: On average, both young professionals and "old hands" are not concerned enough with their own careers - not to mention clever self-marketing and a long-term strategy. But you need it to make a career - whether internally or externally.

Therefore, I would like to offer two practical tips: first and foremost, young and innovative leaders: always keeping an eye on the career strategy while also taking into account input from the outside.

Practical tip 1: Give time for reflection!

Young talent or young leaders spend most of their time in meetings and meetings, make appointments with customers and external partners, and try to be a master of everyday life - to think about strategies for their own future. Regular retreat and time to reflect is, however, important for further career planning.

Young leaders need to be able to plan regularly to focus on their goals and development. However, this is not possible if they are approachable almost round the clock for their team, colleagues and supervisors.

It makes the most sense to schedule fixed dates and take them just as seriously as a business meeting. It is important to stay consistent and to actually leave the office at the scheduled time on these days; or to go to work later, if the activity allows this freedom! This blocked time is then exclusively for your own reflection - and should only be postponed in an emergency.

Practical tip 2: Inspire internal careers with external input

Anyone who wants to be successful as a post-graduate student should not automatically change the employer. Often a small impulse from the outside is enough to discover new facets and other challenges for one's own position. How can this succeed?

For example, engage in cross-company circles! This not only broadens the professional horizon, but also gives junior executives an insight into the topics and processes of other companies - they recognize trends that could be of interest to one's own company and business.

This in turn gives rise to ideas and implementation possibilities, which can then be presented to the whole team. This often results in unimaginable possibilities for the further development of one's own task area.

Therefore, it is also infinitely useful and interesting for start-up and prospective executives to take a closer look at their own company.

Career to plan: development goals and motivation

// By Henryk Lüderitz

If you have been able to agree on rough priorities for personal development in the staff discussion with the boss, it is up to you to implement them. Define concrete goals that you want to achieve, and motivate yourself daily to drive your career forward.

Define the target

If your boss gave you the OK for a development step that you aimed for, you must now clearly define the development goal for yourself.

“I want to deal more with reporting”

says little and does not provide any concrete evidence. This can be done better!

Goals are SMART!

The SMART rule following should precisely encompass a career goal WHAT you will be doing right up to when. To ensure that the goal remains realistic, it has proved useful to derive partial targets and to set specific dates, eg the end of each quarter.

Coordinate this “target roadmap” with your boss. This is how you prevent possible misunderstandings. In addition, the scrutiny of an experienced manager can be very helpful in terms of realistic feasibility.

Get support

Their own strength and motivation are not always enough to achieve a set goal. Therefore, get gain into the boat. Ask yourself who (except you) will

profit from it when you reach the goal.

Practical example:

You want to extend existing reports to the area XY? Then the colleagues from department XY can certainly benefit from the additional transparency and be ready to support.

Together, more can be achieved. Another advantage: to hang or even give up is no longer easy to consider.

Motivation and transparency

Driving your own career is both physically and mentally exhausting. To ensure that you do not run the risk of getting burnt out or burned, take a short break regularly (at least once a month). Use the breather to relax, but also to reflect. S

Ask yourself if you are still on course and consider the results of your efforts so far. Teach your boss about the current situation in this Atempause. This is how he regularly learns about your career and you maintain contact with the manager.

In addition, your supervisor will appreciate the transparency. To let young talents be blinded to their careers is an absolute no-go for responsible managers.

Practical tip:

In order to catch the boss in a relaxed and good news situation, the Freitagnachagag is the right place. The big topics of the week are often already done and the weekend is approaching.

Both the supervisor and you can take the short conversation about the intermediate targets as a positive impetus with the weekend.

Career planning and strategy for executives: 3 practice tips against operational blindness

// By Maike Dietz

The longer employees are in the company, the more blind they may become. Even experienced executives do not escape this fate. 3 tips.

Career planning is often done wrong

Even experienced executives lose sight of their opportunities and opportunities for advancement in everyday stress, they are too busy with their daily challenges and the view is often too limited.

As a result, career planning is either completely neglected or focused on reaching the next hierarchical level, alternatives are simply overlooked. They too should realize that the employment contract is no longer an alliance for life.

Practical tip 1: Regular retreat is required!

As for young executives, the following is also true: To withdraw regularly from the hustle and bustle of everyday life and to consider what you really want to achieve, where the path can still go and to set it down in writing!

One way for older executives to feel right in their work environment is to look for other interesting companies and vacancies and, if necessary, to approach them directly.

In case of dissatisfaction with the current activity, however, it is advisable to consider which talents do not currently apply.

- In which activity does time go by quickly?
- Where exactly can this talent be lived and possibly developed further?

- What other competences or experiences do the management need?
- How can they be obtained?

Praxistipp 2: Be open to new things!

Those who had been working exclusively in a company for many years should not exclude external opportunities and go completely new ways. One possibility for older managers is to expand the external network and participate, for example, in specialist, industry congresses and trade fairs.

Or log on to social networks like Xing or LinkedIn and search for contacts in industries or companies that might be interesting. It is also very promising to search the job advertisements on the Internet.

There is also the possibility to deposit his / her CV and to be automatically informed about new suitable job advertisements. Of course senior executives should not neglect the internal alternatives.

Practical tip 3: Proactively looking for new ways!

Anyone who has held a position in a company for a long time is believed to be happy and satisfied there. It is therefore essential, especially for experienced executives, to proactively approach supervisors, present their own goals and discuss together how they can be achieved.

If this exchange has not taken place in the past, top people are well advised to catch up with it as quickly and well prepared as possible. It is also promising to address topics that are of interest to the company in order to attract attention.

- Where are problems right now?
- Which solutions did the management develop?
- What can you do?

But always remember to act with the necessary tact, so as not to snub anyone out of the company.

Career in Management - 10 Leadership: Can I (already) boss?

// By Mario Neumann

Sometimes it comes faster than imagined, the chance for the first leadership job. But many a candidate would do well not to have thought without thinking. For those who have not yet done so far and fail, are more likely to harm their careers than to give them impetus.

Caution: treacherous guide

Of course, the new challenge lures. Last but not least, there are greater opportunities for design, exciting new areas of responsibility and, not to forget, a higher salary. Nevertheless, the guide patch is treacherous and who slips, takes a long time to get back on its feet.

Young management talents in particular should be honest with themselves here: “Am I actually ready? In addition to my technical skills, I also have the social skills to lead my own team. Do I have natural authority and do I master the balancing act between empathy and consequence with which I can successfully lead my employees?”

Can you learn to be a boss?

Anyone who embarks on adventure guidance should be sure that he / she can trust it and really want it. After all, anyone who is experiencing problems with the unreliable employees at the Assessment Center, or who have too little fingertip sensitivity for the people under his direction falls through - even if all other tasks have been solved successfully. Whoever, on the other hand, rises without a selection process and makes decisive mistakes, will not get rid of the reputation of the unsuccessful.

Can business really learn? Yes, but not by the way. Representative studies and practical experience prove this. For the barely 90% of all unsuccessful executives, the technical requirements do not pose any insurmountable obstacles. Rather, it is the social competences at which they fail. According to worldwide investigations, the success of a management depends only on 50% of the professional competence. Social skills are responsible for the second half of their success or failure.

Social competency is indispensable

How to win the appreciation of employees, solve conflicts successfully, bring recognition and criticism to the woman and the man sovereign and packed unpleasant news properly - this and many other leadership skills you do not learn in the lecture hall.

In order to become an effective leadership personality, there is only one way: to develop personally and to grow on the challenges. After all, certain strengths are indispensable not only professionally, but also socially.

10 necessary leadership

1. **Presence:** Can you get involved in the leadership job with conviction? Are you an open person and like being approachable? Can you actively listen?
2. **Openness:** Do you appreciate hearing all the relevant opinions of others and evaluating their opinions before making a judgment or making a decision?
3. **Integrity:** Are you behind your words? Are you able to represent your attitudes internally in the team, but also to the outside of colleagues and superiors?
4. **Readiness for conflict:** Do you remain firm under difficult conditions to convince yourself of your opinion?
5. **Conflict resolution skills:** Do you recognize goals and values that lead to conflict? Are you able to overcome these conflicts and arrive at constructive solutions in employee interviews?
6. **Knowledge of human nature:** Do you have a confident look for your employees and colleagues to quickly assess them and identify their

- respective strengths and weaknesses?
7. **Empathy:** Do you already have the necessary empathy to properly understand your team and convince them of something?
 8. **Fault tolerance:** Are you addressing a problem when there are errors in the process? Do you also stand behind your team when it comes to mistakes and do not let anyone fall over prematurely?
 9. **Loyalty:** Are you committed to unconditional integrity and are always fair to your employees and colleagues?
 10. **Team Competence:** Are you able to actively control interactions and group dynamics processes within your team and to work efficiently with and with teams?

Please be honest!

Of course one would like to affirm all this, but in reality you should be absolutely honest with yourself. Sometimes it can be smarter to wait a few months with the ascent to gain some experience. Because whoever stumbles in the lead before he can run properly must know that the collective memory of employees, colleagues and supervisors is extremely pronounced.

Even in the first hours as a boss can decide whether one his team is sympathetic and socially competent or not. Those who are capable of engaging other people in order to work constructively with them remain capable of acting even in difficult situations. If this asset is not yet developed, conflicts and bad results are the result in the team - a hard school that costs the fun of running and can affect the career.

Cope with Application Tests: 11 Tips for the Assessment Center

// By Jürgen Hesse

“Assessment Center” is the term for a test procedure that has been used and expanded particularly in the USA and is now also becoming increasingly widespread in Germany. How can you survive it successfully?

To the history of the assessment center

The English expression conceals the fact that this examination procedure was originally developed in Germany under the name “Army Psychotechnology” and was used to select the next generation of officers.

In the 50 years, the American economy discovered this method to test applicants for their suitability. And since the 70 years, the assessment center in Germany has been increasingly used as a personnel selection tool.

The procedure is used particularly in management, but now also used for trainee apprentices, especially if they apply to banks and insurance companies.

What happens at the Assessment Center

In the assessment center, a combination of different behavioral and work samples is used to select a personnel. The applicants or participants in an AC procedure are working on tasks that are intended to simulate the future leadership situation.

The behavior and performance results that come into play are observed and assessed by so-called assessors (mostly company executives, but also psychologists).

The most important tests, tasks and exercises in this procedure are:

- Interviews (individually and in groups)
- Postcorb exercise (typical tasks from the professional field)
- Manufacturing tasks (a manufacturing company is simulated)
- Rolling games (usually in pairs, eg sales, employee, problem / conflict conversation)
- Presentations and lectures
- Group discussions (with and without roles)
- individually workable tasks and tasks
- Intelligence and performance tests
- Personality and interest tests
- biographical questionnaires
- Curriculum vitae

The Examination Board

The execution time of an AC is usually three to eight hours, in rare cases sometimes two full days. Here, six to twelve participants work between eight and twelve exercises. As time is money, more and more companies are turning to apprenticeship applicants for a kind of mini-AC, which only takes one to three hours.

As mentioned above, the assessors play an important role. These three to six observers represent the candidate selection and training placement providers, on whose decision depends who is hired.

In other words, they form the examining board, which, like jurors, make their judgments in figure skating. Sometimes, so-called moderators appear whose job it is to find the introductory or passing words about the AC tasks, to control the organizational process and, if necessary, to do some jokes to lighten the tense situation a little.

The following features and requirements are to be checked at the AC:

- social competence (eg co-operation, contactability, sensitivity)
- systematic thinking and acting (eg abstract and analytical thinking, decision-making ability, planning and control)
- Activity (eg work motivation, leadership, assertiveness and self-employment)
- Expressiveness (eg written and oral communication skills and flexibility)

Some test assignments will help you to successfully pass an Assessment Center, but it is not enough to practice only because such a selection process also includes many other tasks.

It is important that you pay particular attention to your behavior, as you are closely followed by the assessors in this selection process.

The 11 most important behavioral rules for the AC interview:

1. Listen attentively, focused-turned towards.
2. Keep appropriate eye contact.
3. Watch closely (without eyeing).
4. Think before you answer, take the time.
5. Do not be afraid to ask.
6. Better talk a little less than too much.
7. Let your conversation partner talk.
8. If you wait, you can also take a short break.
9. Be more reserved than too offensive.
10. Stay objective, calm, patient and relaxed.
11. Last but not least: pay attention to your body language.

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The secret code in the work certificate: What was the salary?

// By Petra Merbusch

Does one have to be a compensation and benefit expert to be able to extract a salary range from work certificates? No, because with the necessary expertise, even an exact house number can be mentioned.

The qualified work certificate

A qualified work certificate is a document which provides both form and completeness according to the position and the date of employment of the employer, the employer, the activity and the way in which the service is provided.

Less meaningful in this context are the so-called soft skills or social skills, which are negligible for salary finding, unless they are an essential part of the business model and generate a measurable value. This evaluation is the sole responsibility of the company and its HR department.

5 features provide information about the salary

The trained personnel eye should be able to read enough information for a salary range from a qualified job reference. Sometimes a “concrete house number” can be given if the information contained is correctly interpreted.

Essential features for salary information are given when:

- Age and duration of employment,
- Gender,
- Company size,
- Business sector
- and the region

of the previous employer.

The role plays the professional experience

If several successive certificates are available, the professional experience can be added, which makes the salary statement much more precise. Further valuable hints can be found in a qualified testimony, if the reader /

- transportations
- Stays abroad or travel,
- Personnel and budget responsibility, or specifically sales success

betrayed. The hourly rate and a possible interruption to employment due to childcare or other care responsibilities also provide evidence.

Example of information on salary level in certificates

If one assumes, for example, a controller with a degree in business administration, the starting salary for the age group 45.000 through 25 years is, according to the salary comparison Lohn.de.

After 10 years of professional experience, the average value is already around 65.000 Euro. If personnel responsibility is also added, six-figure salaries are also possible. Likewise, bonus payments or premiums can be attributed quite well, a 10-100.000 Euro-based 15 Eurocontrollers' XNUMX Percentage bonus includes a XNUMX Euro experience.

The size of the company and the region decide on the salary

The company size and region shows a strong influence on the salary. An uncontrolled graduate, who is 45 years old, can earn an average of 56.000 Euro in Berlin. Munich, however, beats with hefty 78.400 Euro. A difference of 22.400 Euro annually is more than relevant, so that a job offered in Bavaria certainly has a different frame of reference in terms of salary than the Berlin / Brandenburg region.

Companies to 100 employees offer 58.000 Euros to the controllers with the above-mentioned professional experience, while a company with more than 1.000 employees is already paying 81.000 Euro annually for his work. So here too, the testimony provides information that results from the information on the employer and in the example mentioned, with a difference of even 23.000 €.

Systematizing salary data for applicants

From personnel reporting, it can therefore be very useful to expand the maintenance of the applicant master data by the actual background. It would be helpful to create a checklist that provides personalized salary indicators. This might look like this:

Criterion	information
Education	academic degree
Study / training	Economics
Promotion	No
Position	controller
work experience	10 years
personal responsibility	5 MA
Sex	male
Company size	5500
Business sector	Banks and insurance
Region	Hesse
salary	125.000 €

These are the application forms of the future: 3 tips for your job search

// By Dr. Job

The application by mail was yesterday, in the meantime, in most cases one eMail with the corresponding documents in the appendix. But even this method is slowly being replaced.

Application forms of the future

So how are we going to apply tomorrow? The “Recruiting Trends” series of studies that Monster conducts each year together with the “Center of Human Resources Information Systems (CHRIS)” at the University of Bamberg has shed light on this question.

The 2016 largest companies (return rate 1.000%) from Germany were surveyed for the current issue of the 11,4 series, and the results were compared with the results of the usage behavior and the assessments of 4.800 jobseekers and career stakeholders.

Analysis of the top 300 companies

For a comprehensive overview, analyzes of the top 300 companies from the sectors of automotive (8,0%), trade (7,7%) and IT (9,0%) were conducted as well as several case studies. On the company side, the distribution of the sample sizes of the respective study participants according to Bisnode's current database register is representative of the characteristics of turnover, number of employees, and the number of sectors related to the corresponding population.

Part of the study dealt with classic and new application procedures and their acceptance by companies and applicants. The paper-based application is far behind.

Papier, eMail, Online form?

Even though some 13 percent of the applications are still on paper, neither they nor the applicants are giving this form any meaning in the future. Among the currently used forms of application is the applicants eMail With 83 percent on 1 and also around 26 percent of companies still see a slightly increasing importance here. However, many companies are anticipating a trend towards form application (17,3 percent more in 2020).

This is certainly the wish father of the thought, because this form of the standardized online application prefer 75 percent of the companies. However, only seven per cent of applicants see this. It is worth looking at the alternatives. Perhaps they can better meet the needs of companies and applicants:

1. The short profile

The short profile is a summary of the most important data and professional background of the applicant. These include: the most important professional stations, specialist knowledge and personal characteristics as well as hard and soft skills. The focus is on the facts that play a role in the desire job. Such a profile can then be applied, for example, in the care network.

The advantage: At first glance, the companies see whether the applicant has the right prerequisites for the appropriate position. A mere 59 per cent of applicants therefore consider it to be an important application form. In fact, they do not play an important role yet, the 2016 recruiting trends show that they are important for only 15 percent of the surveyed companies. In the future, however, this will change, as 58 percent of the surveyed companies said that short profiles are becoming increasingly important.

2. The one-click application

In the case of a one-click application, the current job profile from a career network or a CV database is sent directly to the desired employer at the click of a mouse. This accelerates the application procedure clearly, as interested persons can apply at any time and even over the smartphone. 61

Percentage of companies therefore also fear a flood of applications and more effort for the recruiters.

However, to her calming it can be said that only about 26 percent of the applicants assume that they want to apply more about this form and only barely 39 percent of them assume that the one-click application will play an important role in the future , The companies see this somewhat different, here 54 percent believe that this form of application is important in the future.

3. Infographics and application videos

Application with entertainment factor? In times of increasing visualization of any kind of information, it is obvious to take the application out of the crowd with an application video or an infographic. Just under 20 percent (infographics / 19,3 and videos / 18,2 percent) of the interviewed candidates see visual elements as a replacement for cover letter and CV as important components for future applications. Approximately 15 percent of the surveyed companies share this opinion regarding the importance of job videos.

But what application forms ultimately also is important, it is important to the recruiter to present the essential facts for the respective job and at a glance. Then the chances are great that he examines the application more intensively. This is currently happening in the companies, according to the study, only with four out of ten applications.

Top skills for executives: It's all about communication

// By Simone Janson

Studies on the digital transformation are lately like sand and a hype term chasing the next. A recent meta-study has examined 30 studies from recent years and found out which leadership skills really matter. One result, inter alia, of humanity is more important than IT skills.

The big surprise: It is human in business

From my point of view, this is the big surprise: communication ability is also the most important competence for executives, especially in the digital age. In 70% of studies and surveys I was named as relevant. Immediately behind this is human orientation, which is mentioned in 50% of the studies.

This includes expectations such as 'appreciation' (23%) as well as 'respectful dealing', 'employee orientation', 'approach' and 'employees' understanding' (all 3%). On the ranks three to five are the competences 'transparency', 'networking ability' as well as 'trust' - all with 37% mentions.

Methodology of the study

What I like about the study is that the Frankfurt-based institute for leadership culture in the digital age (IFIDZ) did not carry out the tiniest of its own studies, but rather evaluated the almost unclear mass of studies that already exist on the subject. Good thing that someone has done.

Specifically, 30 studies and surveys from the years 2012 to July 2016 were evaluated with 18.274 respondents. The focus was on German-language primary studies and surveys from the years 2012 to July 2016, which could be identified via literature and internet research (Google, Bing and Google

Scholar). A period of only five years was chosen to ensure the timeliness of the results.

diversity of methods

The primary studies and surveys are characterized by a diversity of methods - with a focus on quantitative surveys. More than half of the studies and surveys (54%) were determined quantitatively - through online surveys or telephone interviews. One quarter (26%) is based on expert interviews. 10% of studies and surveys are based on personal interviews with executives, while in the case of further 10% a standardized survey was supplemented by expert talks.

In the end, the IFIDZ produced a ranking of the most frequently mentioned competencies. It is clear that executives still continue to demand interpersonal skills from executives.

Silicon Valley competencies in Germany are not much in demand

The high importance of communicability is underlined, for example, by the fact that individual aspects of communication are explicitly mentioned as relevant competencies such as 'giving feedback' (23%), 'listening' (10%) and 'analogue before digital' (7% , Typical digital competences such as 'data comprehension' or 'IT competences', on the other hand, are far behind, with 17% of the nominations on the 25 and 27 places.

Skills associated with the way of working and the philosophy of “Silicon Valley” were also mentioned relatively rarely or not at all. These include, for example, agility (10%) or disruptive thinking (10%), which were only mentioned in studies in individual years. Not mentioned at all or willingness to experiment (0%) as well as or willingness to take risks! (0%) that were not mentioned at all.

Need for improvement in analogue skills

This shows several exciting aspects: on the one hand, the competences of the analogous age continue to dominate the expectations of managers - which is really no miracle, because man knows what he knows.

Concepts such as agility or disruptive thinking, on the other hand, appear to be pure fashion concepts that were hyped in only a certain period of time. This in turn is a pity, because these digital competences are of crucial importance for the future of a company. The rare mention is thus more proof of the short-sightedness of many managers.

Man continues to be the center of attention

The study also shows that classical interpersonal competences are also important in the digital age. The frequent mention of certain terms, such as 'appreciation', ultimately leads to the conclusion that companies and managers are strongly concerned with certain topics, precisely because a defect is perceived in this area.

Especially through digitalisation, competences such as communication, people orientation or networking are gaining in importance, and not a few executives in companies may have noticed that there is often a need for improvement - at least if a company wants to remain competitive in the future.

Negotiate Well and Negotiate Negotiations: 8 Leadership Tips

// By Michael Lorenz

“Boss, isn't it enough if I finish reporting next week? I just can't get anything in... ”You probably know situations like this from your everyday life as a manager from time to time. But do you also react appropriately? 8 tips to negotiate correctly.

Good bargaining: it is useful for that

We conduct negotiations on a daily basis: with colleagues, supervisors, employees or business partners.

This often raises the question: do we represent our point of view convincingly or do we often allow ourselves to be knocked open by colleagues and employees? Because: Competent negotiation is not for nothing one of the most important, but at the same time the most underestimated tools.

Often, however, we overlook what the real goal of a negotiation should be. It is almost never a matter of enforcing one's will in any case, but above all of finding a sensible, mutually acceptable agreement. Ideally, the interests of both negotiating partners will be fulfilled, so that the agreement will last for a longer period of time and that the topic will not be back on the agenda two weeks later.

In 8 steps to successful negotiation manager

The following four rules will help you to keep track of your goals in the future and bring negotiations to a successful conclusion.

1. Always stay objective

Actually, negotiations could be so easy: we communicate with our counterpart, everyone brings his arguments factually and together define a suitable approach. So far the theory. Unfortunately, we are not always dealing with topics that can be solved purely by logic and according to objective criteria. For example, when a co-worker comes to you to negotiate a salary increase, a lot of emotion resonates immediately. This is completely normal, after all we are all human!

However, this often leads to the fact that the objectivity in the heat of the moment ever gets lost. You already suspect what your employee wants to discuss with you as soon as he enters your office, right? Colleague Schmitt would probably like to ask for an extension of the deadline, while Mr Martens is certainly looking for a technical upgrade to the equipment of his workplace. Over time, we just know how people are ticking around us. For the daily togetherness that is advantageous in itself - in negotiations, this expectation but ensures that you start already with prejudice in the conversation.

2. Do not mix people, roles and viewpoints

So, even if it is difficult for you: Make an effort to separate the negotiating position of your counterpart from his person and previous situations. Only then can you be as open-minded as possible in the negotiation and argue as neutral as possible. Although we always have to deal with people while negotiating, they are often in a role. And out of this role and not as a human, they do not want something or something.

In other words, my contact person at the customer really believes that we will improve the quality of the seventh series of seminars when we change everything for the seventh time. She does not do that out of spite. She is only afraid to implement the respective requirements of her boss word for word. When we confuse man, role and purpose, we become emotional. We think the other wants to deliberately annoy us. When we emotionalize, we can not negotiate well. Emotions are the sure way into the conflict.

3. Think in objectives, not in viewpoints

Even if you make a great effort, you will experience repeated negotiations in which the fronts harden. What to do if each side insists on the correctness of their arguments and sticks to their position? Although it may be tempting: Do not play the boss card or your power position to end the negotiation by authority.

In this situation, the challenge for you is to look past the arguments on your own interests and those of your counterpart. It is best to ask specifically: "What do you want to achieve with this argument?" or "Why does this goal seem so worthwhile to you?" Under certain circumstances, motives will come to light that you have not considered before.

4. Dealing with the interests of your negotiating partners

It also happens again and again that negotiating partners are indeed in a role, but behave - in our view - not role-compliant. Imagine a shopper who only bought the last two service providers for price and fell heavily on his nose. Even though I think that a buyer must always be price sensitive, this can be very different in my current situation.

Honest engagement with the interests and intentions of the negotiating partners usually revives a stalled negotiation and keeps it in flux. In many negotiations one would have been able to agree retrospectively - had the respective motives been disclosed.

5. Create choices

Only if I do not want to build a lasting relationship can I confront people hard.

I grew up in the Rhineland. There are beautiful destinations. Some of them can only be seen twice in life. For example the Drachenfels in the Siebengebirge on the Rhine. The first time as a trip in the third grade and then much, much later in advanced age.

“Cup of coffee 3,80. But there are only jugs out here. ” With the beautiful view and on the wonderful day, the pot of coffee can also cost € 7,80. We

don't want to build a lasting relationship. However, if you intend to build a long-term relationship, the ideal goal of a negotiation is to find the solution that is mutually beneficial.

6. Find solutions

If the arguments are largely exchanged, it is time to get to the solution. In some cases, two options may be sufficient - often an either-or not. Therefore, it makes sense to increase the number of possible options.

For example, an employee would like to work in the home office two days a week? The chance of an agreement is significantly higher if you don't just consider a "yes" or "no" - but create options. Ideally, you will even discover a combination solution with which both sides can leave the table satisfied. Choices make it easier for the person to move towards you and your suggestions.

7. If no agreement is possible: Look for criteria that can be agreed upon

If an agreement between the parties is not possible, it can be difficult again just before the end of the trial. If you can see that they can not go any further, they should stop the negotiation and find common decision-making criteria that will allow the selection of alternatives developed in the previous step.

Agreeable criteria are those that are independent of the objectives of the parties. You probably already guessed it: criteria like "I don't feel comfortable with it" do not apply here. Easy-to-understand criteria such as costs, sales, studies, recognized reports or even assessments by an expert are particularly helpful.

8. Use neutral assessment criteria

In a salary negotiation, for example, compensation studies by recognized organizations such as the VDI or renowned consultants can provide clues to

possible criteria that can be agreed upon. This phase becomes especially important when both sides negotiate a lot, wrong decisions are expensive or difficult to revise. You know this phase from the unification efforts between unions and eg the public employers.

While one as a bystander thinks: "My goodness, Ver.di's demand for a EUR 200 raise for the lower income groups in the public service is really not that much", the employer is dealing with three-digit millions. Every year.

When it comes to a lot, you should insist on the application of neutral and objective assessment criteria. The time invested is worthwhile, because the solutions found in this way are usually sustainable.

Reputation of CEOs and Executives as a Customer Magnet: 7 Tips for Leadership Brands

// By Sereina Schmidt

A CEO, managing director, director or company manager is under constant observation today. Every “unfortunate” statement reaches all media in no time at all. If the reputation of a leader suffers, that of the entire company also quickly suffers.

The CEO - face of the company

The strong personalization of companies is the phenomenon of our time. You want to know who is behind a company. You want to communicate with people and not neutral with the company.

Everything becomes more transparent and personal. If a customer is not satisfied today, they can do it in detail on Google. So if someone is looking for us, they will not only find our website, but also comments from (hopefully) satisfied customers. Special platforms even make it possible to evaluate companies in even greater detail.

Target customers

"No press is a good press" - this saying has long since ceased to apply. Everything can and will be discussed, assessed and often (prematurely) condemned online.

Not only the social media channels and news portals are involved, but also the classic print media, which are vehemently fighting for their circulation. But if the CEO's reputation suffers, the whole company suffers.

7 Tips for Leadership Brands:

So it's high time to look at the CEO's reputation and manage it.

1. The co-sponsoring society

Through increasing socialization on the Internet, people who otherwise do not meet communicate with each other. Anyone who does not agree with a company, a product, a service or even the statement of a CEO can "discuss" this with thousands of other people on the social media channels.

And the worse the reputation is, the faster people will find themselves verbally beating up on the company or its CEO. A frightening everyday picture!

2. New communication strategies

Many companies are experiencing great difficulties with these facts. They are forced to completely change their communication both internally and externally. A company can no longer afford to neglect reputation management today.

This must be integrated into the corporate strategy as well as the reputation of the own CEO must be specifically managed. There is no alternative!

3. Effect in the first place

Clearly, the performance of a CEO has to be right. But what it is all about is its effect. What effect he and his behavior have on the company and thus on the customers. However, if you ask yourself the question: "What are we being trained for in training and further education?", The answer is still surprisingly: performance and knowledge!

How we present the resulting, hopefully positive effect, but in the best possible way, is usually not subject matter. Nevertheless, the formula applies: effect + behavior + communication = reputation

4. Reputational care is work

Reputation maintenance begins with your own behavior and communication. And maintaining reputation is connected with work. The communication department can provide targeted support. But the main dynamic must always come from the CEO himself. In addition, the CEO has to repeatedly take the customer and employee perspective and ask what expectations they have of him? He also has to “manage” these expectations.

For companies, bad perception of their CEO is more dangerous than poor performance. According to a study by Roland Berger of 2015, a bad impact in 71 percent of cases was the causal cause for a CEO's resignation and not his lack of performance.

5. The call is liable

That raises the legitimate question: As CEO, do you have to keep an eye on your reputation just for the company? No certainly not. The call is always something very personal. Therefore it is of course worthwhile to take care of it for yourself. After all, the reputation remains and you take it with you - in other companies as well as in your private life.

Business on the one hand, private life on the other - that can not be separated today. Certainly not when it comes to the reputation and reputation of a person.

6. Authenticity and integrity

Customers, but above all employees, want to know “what” a CEO stands for today. They want to know what drives him, what makes him tick and what he works for. Our values correspond to our beliefs.

That's what we stand for, that's what we stand for. But with this common value-based mission alone, this can usually only be inadequately communicated. Authenticity and integrity are in demand and must be demonstrated and communicated in such a way that they arrive in the truest sense of the word.

7. As a CEO, you can experience it

A CEO is a human and not a neutral machine. Reputation management is about making our personal beliefs, attitudes and values tangible.

The clearer our environment can be based on us, the more credible, reliable and trustworthy we are, which in turn strengthens our reputation. The fact is: "Without clear, communicated and tangible values, no stable, positive reputation." Once again, emotions beat pure fact communication.

Accelerate promotion: 8 steps to the next career step

// By Oliver Koch

Anyone who is aiming for a promotion should not simply wait and hope that the work done will be rewarded, but that they will become active themselves. With these 8 steps you accelerate the process.

Clear corporate structures for a clean ascent

As a rule, employees who want to grow up in the workplace prepare for a possible promotion and therefore work hard at work. If the following tips are also considered, the desire for a promotion comes within reach.

But also from the company's point of view there are certain formalities and options that help to make promotions as complication-free and transparent as possible. As a matter of principle, the circumstances on the part of the company should always be taken into account and adjusted by the company if necessary in order to enable a smooth rise for all involved.

Personnel development is important

Above all, employers who offer continuous feedback opportunities are characterized by the right employee when filling higher positions. In this context, the keyword “personnel development” appears inevitably in companies.

Ideally, when it comes to promotions, this aspect should be addressed by the leaders themselves and refer to offers regarding training and education.

Target agreements: companies and employees benefit

In this case, both sides benefit because the employee is better prepared for the new job and this can start with a good gut feeling. Executives, on the other hand, can be confident that the most important skills for the position in question have been learned or refreshed.

But clear structures also help both HR management and employees to assess their current position and career path. In some cases, special milestones or number-based targets that have been agreed in advance and on which a promotion is established may be appropriate.

With plan to goal: keyword self-marketing

However, this depends both on the type of company and on the position - in the case of sales activities, this may be easier and more appropriate than, for example, administration.

In any case, however, it is important not only to set requirements for a job when needed, but to clearly communicate to the employee the circumstances under which a promotion is made.

Carriage: weigh the pros and cons

First of all, everyone should be aware of where they are in their professional lives and what their future should look like over the next three years. Only with concrete goals and visions can you make the effort for the ascent and then radiate it outwards.

However, you also have to keep in mind that a promotion usually means a higher salary but in most cases involves more responsibility and work. In addition, there is almost inevitably a postponement of duties as more leadership is required and overlapping competencies require a different motivation.

8 steps to promotion: How to determine Active about your future career

If you are aware of the consequences and changes that career advancement brings, and promotion continues to be your goal, you can boost your career with the following points and actively determine your future career.

1. Show commitment and interest

If a promotion should come about, above all achievements, successes and constant interest in the daily business tasks count. This means that in addition to the framework tasks that make up the individual position, other projects can also be taken over.

The active support of colleagues in the team also makes it clear that action is being taken in the interest of the company and the processes involved and that it is showing initiative beyond its own work. Specifically, it is especially helpful to independently propose new projects, ideas and concepts and to accept changes or improvements after consultation. In addition, it is always advisable to attend continuing education courses or external training courses that deepen specialist knowledge and also strengthen personal skills.

2. Convince with initiative and courage

Not only commitment and fulfillment of duties are important criteria for promotion, but also a certain risk-taking and creative approach. This does not mean that overly zealous decisions should be made that have not been properly thought through.

Rather, you should venture your own way of thinking and try new things, away from deadlocked structures. This opens up new possibilities and perspectives, but also offers potential for success. In any case, it is important to focus on one task with discipline and focus - then the work done will count for at least as much as milestones achieved.

3. Highlight personal qualities

In many higher positions, certain character traits are expected to be a prerequisite for assuming responsibility. In particular, features such as resistance to stress and assertiveness are often indicators of staffing. But also authenticity and integrity as well as a transparent and open way count as important personality traits, when it comes to higher positions.

A balanced level of personality and seriousness characterize career people, because they can communicate with each other on an equal footing with employees, while at the same time being able to behave in a dutiful and professional manner. But also characteristics that stand for the individual personality should be emphasized in order to stand out from other colleagues. Likewise, the interpersonal level should not be underestimated: employees who ensure a good working atmosphere can motivate their colleagues particularly well and promote successful cooperation.

4. Early practice - advance to adapt to action

If a promotion is desired, it should also be built up in advance, which is required later: This means that already has to be considered, what the desired job entails and what tasks belong to it. Then the desired behavior can already be tested and even appropriated and qualifications, such as reflected decision-making, critical ability and open communication, can already be used in everyday life.

In principle, it is always advantageous to think, act and act in such a way as to allow a transition that is as complication-free as possible, even before the perception of a higher position. If you work consistently, responsibly and reliably over a certain period of time, the boss can also perceive and assess the suitability for a higher position.

5. Build your own network

The successful career planning also includes versatile contacts in the company - this does not necessarily mean that they are necessary for a promotion, but the own appearance in the company becomes more present and in discussion with colleagues from different business areas the topic of internal vacancies often comes up on.

That's why small talk sessions at the coffee machine are also useful to learn more about working outside of your own department and to have an overview of key business processes. It's even better to connect with others on career platforms like Xing or LinkedIn. With a well-groomed profile *The contacts* be kept up-to-date, if advanced training or additional qualifications were acquired.

6. Check Location: Which options are possible?

Building on the previous point, it is important to actively seek vacancies and keep one's eyes open. In doing so, it is especially helpful to pay attention to open positions, even across departments, which would be appropriate with a bit of training and self-initiative.

Even positions in other areas of the company can be interesting: the prerequisite is a comparison of the existing and required qualifications - if you are interested, you can then work towards a specific job. As before, 60 percent of all newcomers are internal employees of the company, as their strengths and weaknesses are already well-known. Only if there is no know-how in the company or if new impulses are needed, external applicants are preferred. It is important in any case that all options are considered.

7. Attention as the key to success

In addition to the recruitment and appropriate qualification, the performance and the successes already achieved in the company are of course important for a promotion. However, it is particularly important to draw attention to these targeted.

All of the above are important indicators and selection criteria when it comes to filling a (higher) position, but they only produce the desired result, though they are emphasized and perceived by others. Waiting and hoping that the work will be rewarded will in most cases not lead to the desired result. Therefore, for example, regular feedback talks are useful in which they talk about their work and also discuss their own wishes and goals.

8. Clear and open communication

Especially in the feedback discussion, but also in everyday life, it is important to clearly convey what your own goals look like and what has already been done specifically for them. Especially when it comes to a promotion, perhaps also with responsible leadership tasks, expressiveness must be demonstrated and clearly communicated what your own vision looks like.

In order to do so, however, you must always observe in advance where your own strengths, weaknesses and preferences lie. Honest self-reflection is indispensable for this and an absolute prerequisite if the subject of promotion is to be addressed and run successfully.

TALK | Top management consultant Assig + Echter: The selection of executives suffers from the control madness

// By Simone Janson

Dorothea Assig and Dorothee Echter act as Assig + Real Top Management Ambition to advise top international managers. In the interview you will tell what goes wrong in the selection of executives and top managers.

Dorothea Assig, Expert for Outstanding Careers and Dorothee Echter, Topmanagement.Wissen.weltweit, have been specializing for over two decades in advising top management worldwide. They lead outstanding management personalities with their organizations and companies to sustainable reputation. With their ambition management theory they make sure that the top management offers direct and effective orientation and initiates successes.

Which requirements does a good leader have to meet today in order to be successful and create benefit for the company?

Today only the best of the best become leaders in companies, they have all the prerequisites. Never before have managers been so well trained, so carefully selected, so committed and so enthusiastic. They love their work, they get involved to make a difference. Everything is perfect: they are willing to perform, experienced in their different fields, they are strong communicators, well connected and able to tune into teams. They want to drive companies forward and they can do it. All this is necessary today - even at the lowest management levels - and is available, too.

What is additionally needed for them to be successful? It is the ability to find the right place where everything she or he wishes, everything she or he can bring about is welcome and needed. For some people it is especially

difficult to identify their ideal role – just because they are so outstanding. They do not know that finding the perfect match is not about their quality or achievements, but about creating the right stage for themselves by identifying their ambition and communicating it.

What goes wrong with the selection of executives in many companies?

Control mania has run rampant. Instead of asking the right questions in the selection interviews, taking time for the exchange, letting intuition take effects, trusting the gut feelings and finally making a quick decision, companies need months, sometimes years, of allegedly systematic, allegedly objective and allegedly rational selection procedures, such as evaluations, assessment centers, biographical interviews, intelligence and personality tests, classification in competence clusters, potential portfolios and so on and so forth.

Their need for security has grown into infinity and yet cannot be satisfied. Once someone has run through this machinery of measuring, comparison and competition, she or he cannot get rid of the feeling of mistrust and control that has established during all these procedures. This does not promote performance - on the contrary. People who have been trusted from the start of the selection process feel completely different. They will be able to contribute freely, without fear, at once.

Therefore, none of the control mechanisms have led to better results in personnel selection. The opposite has been achieved. The hiring processes in management are slowing down, the transfers and dismissals, on the other hand, are being decided faster and faster: “She could not put her horsepower on the road”, then it says, or “what has become of this talented start-up entrepreneur with us?”

Complaints about the increasing narcissism in our society are heard more frequently, but you speak of the necessity to believe in one's own self-efficacy. Please explain the difference.

Self-efficacy belief is based on the experience of being able to achieve something. A feeling that is not familiar to people who feel weak and

powerless.

But it is a feeling that is needed to be able to exert influence. Without power and influence it is not possible to change anything for the better. To perceive oneself as capable, empowered and outstanding in the own field is what we call the healthy narcissism. This does not mean to rise above others, as this would be arrogant. Arrogance does not lead anywhere.

How important are the right education and the right stations in the CV?

The basis of every ascent is skill. Nothing works without skill. It takes professional and personal substance to be effective. First comes the training, first experiences - and from there everything is possible. Many people have access to top positions that were neither in the “right” universities nor in the “right” stations. Careers are not planned, but someone follows their inner concerns and is looking for more and more tasks to perfect their own talent.

The path is unique and original for every human being. A doctorate, an MBA degree, a degree in Cambridge or at MIT does not hurt. More importantly, someone has a strong self-will, a great ambition, and the ability to win people over for their own ideas. We see that any extrinsic motivation, the effort to meet external criteria, does not lead to reputation or fulfilling work, but makes it unhappy. Nobody needs an unhappy professional life.

In your book you focus the importance of the right contacts. There may be some doubts if the right contacts count more than e.g. measurable achievements ...

Contacts are no substitute for achievements. Achievements are basic. Only at a certain point, when someone has moved up to the top management, ability and successes are regarded as proven. Performance does not lead any step further. We specialize in top management – these people are all excellent. All of them have had a hard career path to go.

In the top league there are no objective criteria whatsoever for personal performance. Companies have tried to find some again and again, and have established all these absurd control procedures like assessment centers and performance evaluations. Too many people and complex interdependencies contribute to individual successes or failures. What was considered a great success yesterday is normal today and will lead to failure tomorrow. If in top management someone considers something a great performance, it has always been a well communicated performance – no matter of how great it really was. Reputation arises when other influential people talk about somebody – without really knowing in detail what they do. That's why the right positive contacts are so important, first inside the company, then outside it.

In your book you also introduce the Ambition Management Method - what is it all about?

It's about how to achieve peak performance, leaps in growth, innovations and transformations – beyond all measurement. So far, companies still trust too much in the cycle of planning, goal setting, control, feedback, correction and new planning. There are countless tools and instruments that arise from an exaggerated sense of security. They lead to ever more adaption to these extrinsic standards. New ideas are never created with old methods, nor can they be ordered or controlled. No start-up would ever have been successful with the old controlling traditions. Bill Gates, Steve Jobs or Marc Zuckerberg would not have been able to set up large companies. No company would have been saved this way. These methods only lead to the same bureaucracies. A vicious circle.

Ambition management trusts the inner drive of the individual. We do not rely on collective instruments and guidelines. All leaders want to move the company forward and want to be successful themselves, in their own original way. Ambition Management shows how companies can support them. Success needs the individual person. They are the ones to drive transformation projects, innovations and growth. It's all about their greatness and ambition. Companies must appreciate their excellence and help them finding individual „brands“ for each manager. A practical example of how to do this is the Assig+Echter Uniqueness Dialogue, a

regular discussion of supervisors and employees, replacing the yearly performance evaluation meetings. The Uniqueness Dialogue focusses exclusively the individual strength, values and purpose. It brings about an explosion of individual ability and results.

Career advancement: 5 New career paths in companies

// By Uta Rohrschneider

"Making a career" is usually about becoming a boss or a leader. What many employees overlook: The specialist career also offers an alternative to the "classic" leadership career path.

Goals and strategy

Many companies offer up-and-coming talent the opportunity to pursue a so-called professional career. A smart move, because in this day and age experts are needed more than ever. This article shows you how you can successfully implement this career in your company and make it attractive for employees.

The first question that companies should ask themselves if they want to enable employees to pursue a specialist career: Why do you want to offer a specialist career - and for whom? Do you want to address all employees without management responsibility? Or would you like to use the Fachlaufbahn as a binding instrument for selected top executives? In practice one differentiates here two categories:

On-top and wide models

In on-top models, companies are introducing specialist careers as a career alternative for a few specialists. The ratio of leadership to expert positions is usually 2: 1. In the case of the width models, on the other hand, the ratio is 1: 8. Companies using the latter model often view the specialist career as an organizational structuring method that encompasses all hierarchical levels. However, experience has shown that this type of specialist career is not designed to be exclusively exclusive and therefore less attractive for

employees compared to the management career path. In order to achieve a commitment of specialists, this form must also be attractively designed.

1. Levels Checklist

Once the goal, type and group of people have been defined, the next step should be to clarify the value of the individual career levels. How many and which career levels will the expert's career have? The relation to the leadership career is important. A leadership career usually develops via the group / team leader, the head of department and the position of divisional director up to the managing director. The specialist career starts with the specialist, who is an expert on a similar hierarchical level as the team leader, and then develops, for example, from the senior expert to a consultant in the management.

Of course, there is no universal rule for designing a specialist career model. Decisive for the concrete arrangement are the existing and future demands on qualified personnel, which are ideally derived from the corporate strategy, market developments, technical innovations, labor market conditions and so on. The recommended value is therefore to set a clear quantity structure. You can orient yourself to the following questions:

- In which areas of the company and to what level should there be subject matter experts?
- What is the percentage of experts in relation to the total number of employees?
- How many officers are needed per level of career to successfully implement the corporate strategy?

2. Requirement profile and potential detection

In around 88 percent of German companies direct superiors nominate the candidates for a specialist career. With 70 percent, HR comes second, naming employee. Either way, the question is: how do companies recognize nominees as the ideal candidates? To identify the right people, companies most often rely on assessment centers. The crux of it: only a few subject matter experts are already at the level that the organization needs.

The real task of bosses and HR development is to identify talented employees and develop them into experts. Klüger is therefore to rely on development centers that cover a person's level of development as openly and completely as possible. On this basis you can then talk to the candidate about support measures, possible career paths and a holistic development plan.

3. Equivalence of professional career

As always, subject matter experts tend to shy away from issues such as organizational visibility, compensation, or privileges.

The equivalence of specialist and management careers practiced in everyday life is the second most important success factor in the introduction of a specialist career path, as a survey by the German Association for Personnel Management (DGFP) has shown. Only corporate support is even more important. To make the professional career a real alternative to the leadership career, you should consider the following:

salary prospects

Attractiveness and acceptance of a specialist career stand and fall with the salary. More precisely, how much is the remuneration system adapted to that of the management career path. Monetary equivalence should be ensured. Define which career level of the management career corresponds to which level of the specialist career path. Of course, there does not have to be one-to-one comparability. Travels are allowed and realistic. "Alibi specialist careers" in which the experts do not receive the same esteem as the executives, but rather generate demotivation.

Permeability of career paths

Another criterion for success, so that it works with the introduction of a specialist career: the permeability of both career paths. Is it possible to switch between the two career branches? Not only the development from an

expert to a manager, but also the change from a leadership role to an expert role should be possible.

Status, recognition and information management

Equivalence goes beyond monetary aspects. Equally important are job titles, related status symbols, reputation and recognition in the company.

To emphasize the equivalency of career paths and to give the experts the necessary recognition, it requires the active support of senior management. For example, management could communicate the appointment of new specialists at an official event - as with newly appointed executives.

4. Qualification offers and development programs

Investing in employees is most worthwhile if you develop and retain your subject matter experts in the long term. Important attachment tools are, for example, individual qualification and development opportunities. Events that are relevant to both professionals and managers can visit both groups together.

In addition, there should be an exclusive educational offer reserved for subject matter experts. Narrow the focus in programming but not on technical issues. Also offer formats that allow individual experts to work on their personal learning fields.

5. Legal framework

What many underestimate - the paperwork: When introducing a specialist career, you must also take into account legal and administrative framework conditions as well as possible effects on company agreements, contracts, etc.

In addition, involve the personnel and works council early in the development and implementation process. This supports the sustainable implementation. In addition, you have more space and time for joint

discussion and opinion forming. This is the only way to gain acceptance for the new career path, from the first idea to the final introduction.

Career as an executive with a child: Tips from the DAX30 Executive, Minister and Head of State

// By Simone Janson

Women and especially mothers in leadership positions or the reconciliation of child and career is still a topic in which the ghosts divorce.

Dual career - Both partners should realize their professional goals

An important sticking point with the compatibility of work and family is that both partners can realize their professional goals, even if they have children. Exactly this seems to be still a problem in Germany, as the annual Innofact survey commissioned by Initiative Chefsache shows among 1.000 executives and budding executives in Germany.

Almost two-thirds of respondents with children (63 percent) find it difficult or very difficult for both partners to realize their career aspirations. For couples without children, this is obviously unproblematic: Only nine percent of childless people consider their dual careers difficult.

Social conditions difficult

In particular, the social framework seems to prevent double careers by leaving too little scope for flexible role models. For example, 65 percent of managers want more acceptance from two full-time parents. Full-time employment with mothers is seen by the majority as critical as part-time work by fathers.

Indeed, 57 percent of executives surveyed say it is socially accepted when both parents work. But less than a quarter (23 percent) believe it is socially accepted if only the mother works full-time, with fathers it's 76 percent.

Siemens personnel manager Janina Kugel: The Rabenmutter complex?

Siemens Personnel Officer Janina Kugel knows the obstacles that stand in the way of working mothers, from her own experience, as she stated at the presentation Opportunity Reports: "Do not ask me how many times I was referred to as a raven mother," said Kugel at her Welcome speech to the annual Top Chefs Conference. Kugel had started to work relatively quickly after the birth of her children "of course because I knew that I'm out of the job when I'm too late," she admitted.

Full gender equality and equality is therefore a concern for her today, but she sees it only achieved if both partners can pursue their respective career goals and not, as is often the case today, women's financial losses, keyword part-time trap. have to accept. That's why Siemens employees can join the personnel management eMail if their supervisor does not give them enough flexibility in terms of working time. That works, because "Believe me, this call from the board would like to get no executive."

Federal Defense Minister Ursula van der Leyen: Creating supportive structures

Likewise, German Defense Minister Ursula van der Leyen knows how important the right structures and helpers are to promote gender equality. At her first pregnancy she had to listen to herself as a young doctor in the hospital, that it was a pity to lose her as a worker. It was then her chief physician who had motivated her, targeted targeted to re-enter the profession by one year, the job for them picked up.

At the second child, she had been close to burnout, then one of the few women's representatives offered her a job sharing. After all, she had come into contact with the subject of dual careers at the University of Stanford for the third time. "The university has recognized that it only attracts bright people if it offers both partners a perspective. Therefore, although performance is required at work, but also ensured that both partners take equal care of their children. "It is not least such experiences, which showed

the Federal Minister of Defense, how important an encouraging environment - and that is what she wants to implement politically ,

Unconscious bias in the male domain

At the same time, van der Leyen spoke self-critically about the male domain of the Bundeswehr. "We lose young women because their superiors do not trust them to become generalists and do not promote them accordingly. The officers are often unaware of this and they are then very surprised when we draw their attention to it, "van der Leyen clarified, which is probably true for many companies:

The unconscious bias, the so-called Unconscious Bias, in many cases makes an objective performance assessment difficult. "Therefore, supervisors should have to prove exactly who they want to promote and why." Promoting dual careers would also be in the interest of companies that otherwise risk losing well-educated professionals: "Even qualified young men do not want to work in a dusty environment. And in the end it's also about what kind of society we want to live in. Everyone has to work together: politics, business and everyone for themselves personally. "

But implementing this is unfortunately not that easy for individuals: daycare places and flexible working hours that enable women and men to combine family and work are often in short supply. And apart from the fact that part-time or even just going home early is not exactly a career enhancement in many industries and companies and the quota for more women in management positions is not discussed for nothing: German is probably the only language that knows the word "Rabenmutter" .

Women work: Long normal in other countries

While it is normal in other countries that mothers are working, German mothers are looked at awry - by the boss, by colleagues, other mothers or their own family. I remember how irritated a Brazilian colleague was when I asked her how she could do her job as a travel journalist with two children.

It was normal for women to work in Brazil, she responded. And I remember the anonymous book by a German top manager and mother who says that a female leader with a child does not fit in with the current worldview. Does the statement that child and career is primarily a question of organization, too short?

Former head of state Vigdís Finnbogadóttir women must be more confident

Yes, says the former Icelandic head of state Vigdís Finnbogadóttir, as a single mother for 16 years in office, whom I interviewed in Berlin a few years ago. "Organization" and "I was looking for help" says she too. But Vigdís Finnbogadóttir said something very important at the end of our interview: women should have more confidence in themselves. You had to be persuaded first to be elected president

Her daughter, she told me, is a mother herself today and shares child-rearing with her husband. The little one is in the daycare, both have a full-time job; if one has to work longer, the other steps in. "If you make money, you have to spend a part on childcare," said Vigdis Finnbogadottir. And: "You have to cooperate with each other."

Women - too little desire for power?

With that she has hit the nail on the head: Beside all the social difficulties, which are connected with the topic compatibility of child and career, there is also still the personal aspect.

In their book "Lust für Macht", the authors Andrea Och and Katharina Daniels show that women all too often are not aware of their own strengths and that they often even associate power negatively. Power can also mean personal freedom. And as one of the most important tips on the way to power, the authors give their readers exactly what Vigdís Finnbogadóttir also emphasized: cooperation and networking.

Afraid of loss of control?

But this is exactly where the rabbit is in the air: if the necessary self-confidence is lacking, it becomes difficult to hand over work of any kind to others. Because only those who can trust themselves can ask for help. It might be construed as a weakness for help seeking.

That's why many women have a problem transferring tasks to others. But also because they lack the confidence that the job is already done well. Because they do not want to lose control.

More cooperation and self-confidence

Or because they want to show the boss, the colleague or even the husband that it can not go without them - until they collapse under the superhuman workload. Exactly because many mothers, who want to get a child and career under one roof fail. Of course there are the social hurdles. Of course, it is easier for well-to-do women to financially organize such help. Of course, an encouraging environment is important.

Nevertheless, I think - and I agree with Vigdís Finnbogadóttir - it is also up to every woman to change her own circumstances. So wrote [a Pakistani journalist at the end of an article in the WELT](#): "This is how I meet more women in Germany who dedicate themselves to children and partners and fewer women who concentrate on their careers and themselves than among my friends in Pakistan."

Obama on emancipation, communication and modesty: 5 career tips for women

// By Simone Janson

In Munich, Barack Obama spoke at Bits & Pretzels on gender equality, among other topics. Men would have to learn to listen better, managers should become active. Is it really that simple?

Barack Obama - that's how he thinks about women in the job

For Barack Obama, the matter is simple: "As a manager, you have to recognize the problem and then make appropriate decisions," he said at the Bits & Pretzels start-up festival in Munich.

And further: "Men always think they know what they're talking about, even if they have no idea, but women are much more reserved, so you have to encourage them." When asked how that would find his male co-workers, Obama just said, "I told them to be calm and listen."

Women - do you just want to make too little career?

In fact, it is actually not quite as easy as politicians would like it to be. Because it can often be observed that women are not the first to "Here!" scream when it comes to a new job at work.

Men, on the other hand, are said to be more adventurous, daring, and more risk-tolerant, often making the bigger leaps in our company's assertiveness.

Is the feel-good factor more important for women?

Women, on the other hand, are said to have a more emotional relationship with work, according to the common doctrine of many experts, allegedly more important than to make money. I agree only partially.

On the one hand, just last week, I had an exciting conversation on the topic of re-entering work for the 50 and the question of why women at this age generally do not dare enough.

Modesty prevents women from advancing

On the other hand, just on the train, on the way home from the Obama event, I came across a very successful example of how some people (usually, in my experience, actually men) turn even defeats into victories:

A young man on the train reported on the phone about a musical audition - and why it hadn't been taken. His statement: "I've played better than ever in my life, but the level was so blatantly high." I have never heard a similar euphemistic statement from a woman.

5 career tips for women

Therefore it is partly certain that women themselves take their careers and finances into their own hands. 5 Tips:

1. **Look more at the money and negotiate:** Study results suggest that men are more concerned about making money, while women are more likely to feel at work. Allegedly, 25 percent of women have never negotiated their salary. This may also be related to the traditional role of men as a family breadwinner, but in fact this is the first step for women to make a difference here: looking for a job, even better choosing a career, looking straight at the money, actively demanding a good pay and ask for regular salary increases later in the job as well.
2. **Do not decide too timidly:** Men often decide quickly and without hesitation, women weigh when they have a chance, so the advantages and disadvantages are more important. That is why they are less committed to their own interests and more willing to compromise, which is not always to their advantage. Therefore: Just take risks and "No!" say - the effect of no as a career booster is often underestimated anyway.
3. **Set goals and have visions:** For many people, not women, your goals are inaccurate and blurry. But anyone who wants to do everything

possible to achieve a goal, must make clear where he wants to go. After all, success depends essentially on realistic goals and the energy that one applies for them: Therefore, women with career ambitions should develop corresponding visions for their lives.

4. **The right career choice:** The whole thing already begins, as already mentioned, in the choice of career. Apparently, according to numerous studies, women still choose the wrong jobs. Therefore, one should deliberately take as a benchmark not only one's own inclinations, which can change according to the level of knowledge, but also the earning potential in the eye. In any case, I would not have believed that I would deal with equities and financial issues.
5. **Courage for leadership position:** How important the rise in the hierarchy is also financially, becomes apparent at the latest when one ostensibly illuminates typical women's occupations. In fact, many women-dominated industries are paid less, because women are often more modest. But if you then look into the higher hierarchical levels of such professions, then again often men sit here - and they are usually paid very well.

Women: Just want the right thing?

Should that mean again, women are to blame themselves, because they want the wrong and do not define their goals exactly? Exactly in this, in my opinion, the real crux of this repeatedly heard statement: If women in the job is actually more important in the job to be satisfied than to earn a lot of money, which is quite ok.

This is only problematic because they still complain about the injustices, but less about it. Indeed, there are also real initiatives that women should place in male professions, such as in technology and the natural sciences.

Obama's conclusion: actively calling for change

However, as Barack Obama also recognized, these are far too short - using the example of his daughters: when he chose the math courses, he found that women learn very differently from men, much more team-oriented and communicative. "To get women excited about tech jobs where they have

been underrepresented, you have to start with the education system," he said.

Many do, which shows how much the issue of emancipation must be fundamentally addressed. On the other hand, it is positive that the younger generation demands equal rights much more confidently. And that is exactly the right approach that could usher in the end of female modesty.

Knowledge of Managers for Managers Managers and Sellers: Others convince and inspire

// By Frank Scheelen

Anyone who wants to inspire others while leading or selling must first know each other better. Only those who know and change their own perspective can convince others.

Expand your horizons

Do you know this type of drawing, which likes to be passed around in social networks, where you can recognize two very different motives? The interesting thing is that many of these illustrations allow two perspectives. For example, you can see the distinctive profile of an Indian. Or you can see the back of a plump figure in the cloak throwing a dark shadow against the wall.

Suppose two viewers perceive the different figures of this image without knowing that both perspectives are possible. They would argue endlessly. They would not stop until someone told them they were both right. You can actually look at the same picture and see something very different. The same applies in the examples: sellers and buyers have had a different picture of their respective interlocutor due to their different perspectives.

Leadership and Sales: Success depends on your own perception

It depends on our personal perception which side of an image or a human we see first. Our personality, the influences from our past, our previous conditioning decide which of the two images we perceive first.

We do not see the world as it is, but as we are.

If we manage to break away from our usual perception, we suddenly see the same thing with different eyes. As in this picture: If you first saw the Indian, it will be difficult for you to make out the contours of the figure in the coat. But once these have formed into a shape, you no longer see the profile. Or in a sales talk: If the seller had broken away from his usual perspective, he would have recognized that the customer only wanted to lead an earnings-driven sales talk.

Change the perspective: an eye-opening moment

The customer had nothing against him personally, he just wanted to keep the reins in his hand. What one of them meant to be efficient and direct came across the other harshly and aggressively. With such misunderstandings a number of potential customers go through the "rag". If you change the perspective, that's over. You will win over customers you have preferred to avoid because you did not get along with their style.

The famous aha effect, when perception "swits", is the crucial moment. At this moment, we are getting out of our usual frame of reference and gaining a different view of the world. Of course this is not always as easy as with this drawing. When it comes to beliefs, yearlong convictions, deep-rooted experiences, our innermost mind refuses to accept a new view. This requires a good deal of self-knowledge and the knowledge of why we see certain things as we see them before we can get rid of them. We must learn to set down the spectacles through which we see the world, and set up another, or even many others. But why should you do that and get out of old habits?

A small change with big consequences

The fact is that often a small change is enough to make a big difference. Think of horse racing! The winner often only has a nose-length lead over the runner-up. Or at the 100 meter run. Why are the runners panning over the home stretch with their upper body outstretched? Because they want to achieve a minimal advantage that makes the big difference. Afterwards nobody asks anymore, how many centimeters or hundredths of a second the distance between first and second places was. Afterwards you only know what the world champion or Olympic champion is called.

So you may need to change little about your behavior to be among the best. Follow the "winning edge principle": a small lead causes victory. Maybe your competitor's product is just as good, the service just as efficient, and there's no difference in price. But the small edge may be that you get along with your client better, because he feels understood by you. And that's why he buys from you.

Small tips with a decisive effect

Maybe you do not have to change that much about your behavior. It may be enough if you follow a few simple tips and strategies to make a difference in your relationships with customers or employees. Your results are likely to improve significantly as you engage with the people you have had difficulties with, and who will inspire and convince you with the method you will get to know here.

It's hard to emphasize just how important a personal relationship is, without which it would not be possible to impress the customer. Hans Christian Altmann cites research by Rolf Berth in his bestseller "Customers only buy from winners"

- that "emotional enthusiasm" is crucial to sales success;
- that only 33 percent of deals in the industry and only 21 percent in consumption were due to reasonable and rational arguments;
- however, that 66 percent of all deals in the industry and 78 percent in consumption, because the seller was able to inspire and fascinate the customer.

The crucial question is therefore: How do you delight your customers?

That's how you inspire others

What excites you? Surely you are very pleased when your interlocutor gets involved in your way of conducting conversations. Suppose you are the following type of customer: you want to see results, do not waste time chatting and be competently and clearly informed. Most of all, you would have to deal with a salesman who responds to your needs: leaving his own

person in the background, suggesting good solutions to you, and not being offended if you do not make a friendly face. In short, when he realizes what kind of a guy you are and adjusts to it. Somehow you expect that from him too, because after all he wants to sell you something.

You can inspire, if you know what your customer is excited about, what kind reaches him and appeals to him. For that you have to be able to assess what kind of a guy he is. And you have to know your own type. Then you know your impact on others and you know what you need to do differently to address that type of customer.

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Henryk Lüderitz was among other young leaders at Vodafone and is now independent coach.

Lüderitz began his career with a boss who was considered an apprentice fright. This was followed by a graduated high school diploma, a business degree at a private university and at the same time the career entry at Mannesmann Mobilfunk. Then quickly the next border crossing: project management for international tenders and product launches. It also continued its rapid growth: Vodafone, participation in the talent program and entry as group leader in the area of customer care systems with an innovation budget of around 15 million euros per year; later the responsibility for the entire mail communication with over 80 million letter mail per year. 2012 deliberately left Lüderitz and has since become self-employed as a trainer for junior lawyers. He knows the everyday problems and expectations of high potentials from his own experience and knows how to deal with them in a clever way and how they can be integrated into everyday business life. Henryk Lüderitz shares his know-how in lectures, workshops and trainings on the job.

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Jürgen Hesse studied psychology at the Free University of Berlin from 1973 to 1981. Since 1992 he has headed the office for professional strategy, which advises at eight locations nationwide in Berlin, Frankfurt / Main, Hamburg, Cologne, Leipzig, Munich, Stuttgart and Wiesbaden and conducts around 800 seminars annually. Hesse was Managing Director of Telefonseelsorge Berlin from 1982 to 2009. Hesse has been on the show “Finally back to work!” Since April 18, 2010 of the private television station RTL. Hesse and his co-author Hans Christian Schrader have written over 1985 non-fiction titles since 100. As Hesse / Schrader, the two became a bestselling author duo with a circulation of around six million copies sold.

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Dr. Job and its team of experts offer practical tips and tricks to help you find your dream job and improve communication between applicants and employers. His motto: "There are no stupid questions, so get out of it!"

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Oliver Koch

Oliver Koch is managing director of SOLCOM GmbH.

Koch was born 1981 and joined 2007 as a Key Account Manager at the project service provider after graduating. After working as a team, department and finally divisional manager and member of the executive board, Oliver Koch 2018 was appointed Managing Director. With its nationwide locations, SOLCOM specializes in deploying highly qualified experts to well-known customers in all sectors and technologies.

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With its management consultancy SCHEELLEN (R) AG with the subsidiaries INSIGHTS MDI International (R) Germany GmbH and the top-level consulting company CS & CIE, Scheelen In has over 20 years a constantly growing enterprise with four companies and branches in Germany and abroad as well as 600 Parntern built.

He also passes on his knowledge as an expert for future business, best-selling author and speaker and was recognized as a “Certified Human Resource Professional” for his expertise and many years of experience in strategic HR and change management.

Frank M. Scheelen was president of the Q-Pool, the official quorum community of international business trainers and consultants, from 2004 to 2010. He is an expert member of the Club 55 and lecturer at the University of Applied Science in Munich, as well as the Steinbeis University. He is also the exclusive licensee and master instructor for INSIGHTS MDI (R) and ASSESS (R) in Central Europe and, since 2014, strategic partner of Zenger | Folkman. Frank M. Scheelen is entrusted with the publication of the well-known magazine Executive Excellence in German-speaking countries.

Simone Janson

Simone Janson is a publisher, consultant and is one of the 20 most important German bloggers according to the Blogger Relevance Index and Wikipedia. According to DIE ZEIT, she is one of the most important

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The FAZ about Simone Janson: "*... gives practical tips on how to make your life easier with less effort.*"

Janson has written or contributed to over 20 books for publishers such as Redline Wirtschaft, Springer Gabler or Bertelsmann, including the bestseller "Die 110%-Lügen", translated into several languages, as well as various textbooks and university publications. In addition, she regularly wrote columns in the print and online editions of DIE WELT and t3n as well as in the online edition of Wirtschaftswoche.

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In our publishing house, technical knowledge and the latest innovations go hand in hand. We are proud that our experts work in close collaboration with advanced AI techniques. This combination of human expertise and technological innovation enables us to publish works that meet your requirements in every respect.

We are proud to be able to present you with texts that elevate the possibilities of information dissemination to a new level. The use of innovative AI technologies allows us to effectively analyze and process complex content, resulting in improved accuracy and efficiency of our publications. We would like to emphasize that our highly qualified experts continue to play a significant role in the creation and review of our texts. The AI tools serve only as a supportive element to facilitate and optimize

our work. In doing so, we also make an important contribution to overall societal innovation development.

With each input, the quality of information is improved, thereby also helping other users working with artificial intelligence. In this way, through our work, we support the development of neural networks and become part of the innovation process ourselves. And more importantly, since our works are published in German and English, we also contribute to improving communication between nations, cultures, and languages, as we consider intercultural communication in a globalized world to be particularly important.

Artificial intelligence works similarly to neurons in the brain: information is transmitted through them in the form of signals. Each neuron receives input signals, processes them, and then passes an output signal. The connections between the neurons, also called weights, play a crucial role in processing the information.

The learning process of a neural network is based on adjusting these weights. Initially, the weights are randomly initialized, and the network makes a prediction based on these weights. By comparing with the actual results, the error is then calculated. This error is used to adjust the weights and minimize the error. This adjustment process is performed iteratively by repeatedly feeding the network with training data. Through repeated adjustment of the weights, the neural network continuously improves and can make increasingly accurate predictions.

Another important aspect of neural machine learning is the ability to generalize. This means that the network is not only able to learn the training data but also applicable to new, unknown data. This is achieved by the network recognizing different patterns and features during training and generalizing them to be able to respond to similar data. The functioning of neural machine learning allows for solving complex problems and recognizing patterns in large datasets. This technology has already achieved impressive results in many areas such as image recognition, speech recognition, generative text generation, translation, and even autonomous driving.

It is important to emphasize in the context of quality assurance that AI does not replace the human factor but only complements it sensibly. Human expertise and experience remain essential to validate and interpret the results of AI. The combination of human intelligence and AI enables optimal quality assurance and contributes to continuous improvement.

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Appendix: Tips and Prompts for using the AI Extensions

What are AI Extended Books? AI Extended Books are digital books that are enhanced with AI technologies to provide readers with an interactive and personalized reading experience. They go beyond the static nature of traditional books and offer features such as multimedia content, interactive exercises, automatic translations, voice narration, as well as the ability to ask and receive individualized questions and guidance. By using AI, these books can also analyze readers' learning behavior and provide personalized recommendations and feedback.

In a world where Artificial Intelligence (AI) is increasingly permeating various aspects of our lives, the concept of AI Extended Books has the potential to revolutionize the way we read and learn. AI Extended Books are an innovative development that combines traditional books with interactive features and personalized learning experiences. With their interactive features, individualized learning experiences, and the ability to continuously expand knowledge, they offer a variety of benefits for readers.

8 Advantages: The Idea of AI Extended Books and how you can use them for your Goals

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1. **Interactivity:** *AI Extended Books* allow readers to actively participate in the learning process. Through interactive exercises, quiz questions, and simulations, they can deepen their knowledge and improve their understanding.
2. **Personalization:** Thanks to AI, *AI Extended Books* can offer personalized content and recommendations to learners based on their individual needs and learning styles. This enables a tailored learning experience that promotes progress and motivation.
3. **Accessibility:** *AI Extended Books* can support people with different learning needs. Features such as voice output, automatic translations, and font size adjustment can make books more accessible to people with visual or hearing impairments.
4. **Timeliness:** Unlike printed books, *AI Extended Books* can be easily updated and expanded. New information and insights can be quickly inserted to provide readers with up-to-date content.
5. **Engagement and Motivation:** The interactive features of *AI Extended Books* can enhance reader engagement and motivation. By actively participating in the learning process and receiving immediate feedback, reading and learning become an enjoyable and rewarding experience.
6. **Individualized Learning:** *AI Extended Books* allow learners to learn at their own pace and focus on their individual needs. The personalized recommendations and feedback help them leverage their strengths and improve their weaknesses.
7. **Knowledge Expansion:** Through the integration of multimedia content such as videos, graphics, and interactive diagrams, *AI Extended Books* facilitate understanding of complex concepts and expand readers' knowledge.

8. Collaboration and Networking: *AI Extended Books* can also promote collaboration and networking among readers. By integrating social features, they enable readers to exchange ideas, ask questions, and learn together.

9 Steps: How to use the interactive AI Advisor for your Goals - with 100 Prompts

An AI advisor is a virtual assistant based on advanced algorithms and machine learning. It is programmed to understand your individual needs and provide you with tailored recommendations. Whether it's strategic decisions, financial planning, career development, or other business challenges, the AI advisor is there to assist you with its expertise and analytical capabilities. One major advantage of an AI advisor is its ability to process large amounts of data in a short period of time and extract relevant information. This provides you with a comprehensive and objective analysis that helps you evaluate options and identify opportunities. The AI advisor can also analyze historical data and trends to make forecasts and predictions that assist you in planning your future steps.

Another advantage of an AI advisor is its availability 24/7. You can access its services anytime, regardless of your location or time zone. This ensures quick and reliable support whenever you need it. The AI advisor is always ready to answer your questions, solve problems, and help you achieve your goals. In addition to efficiency and availability, an AI advisor also offers a certain level of objectivity. Since it is based on data and algorithms, it is free from human biases and emotions. This provides you with neutral and factual recommendations based on facts and analysis. This can help you make better decisions and minimize potential risks.

- 1. Wide range of topics:** The AI advisor can cover a wide range of different topics and therefore provide optimal support. After booking, you will receive guidance on how to enter your questions accurately.
- 2. Detailed analysis:** A detailed analysis of your individual situation is conducted. The AI advisor first identifies the problem together with you and then suggests individual solutions.

3. **Customized solutions:** Regardless of the topic, the AI advisor shows you the ways to overcome your individual challenges and goals.
4. **Tailored strategy:** It is important to have a clear and well-defined strategy that describes in detail all the steps required to achieve the desired results and goals. The AI advisor helps in developing this suitable strategy.
5. **Time for your situation:** During the consultation, the AI advisor has time to show you suitable paths and make recommendations to help you achieve your goals.
6. **Defining smart goals:** The focus is on equipping you with the tools and knowledge you need to actively pursue your smart goals and make informed decisions.
7. **Implementation advice - Your next steps:** The path to successful implementation is often accompanied by challenges and obstacles that can hinder progress and success. The AI advisor shows you what you need to do and guides you through the next steps that lead to implementation and goal achievement.
8. **Guidance throughout the process:** The AI advisor guides you through the entire process and emphasizes the importance of self-reflection and goal setting. Additionally, it provides practical tips on how to create a plan and take actions to achieve your goals.
9. **Continuous monitoring of progress:** By utilizing AI-powered algorithms and machine learning, the AI advisor can continuously provide feedback and make adjustments to monitor progress and adapt the strategy if needed. This way, an AI advisor can continuously offer valuable insights, advice, and support to help you achieve your professional goals.

Get started today and use our AI solution for a whole new way of delivering information. Immediately after payment, you can use the unlocked AI Advisor at <https://best-of-hr.com/berater/>.

To use the AI Advisor efficiently, you need to ask the right questions. Dazu benötigen Sie die passenden Eingabe-Befehle für das KI-Tool. Here we give you an overview including numerous examples of the 100 best prompts for a successful consultation.

1. "How can I use my time more effectively to achieve my goals?"
2. "What steps can I take to increase my self-motivation?"
3. "How can I improve my communication skills to build more successful relationships?"
4. "What strategies can I use to boost my self-confidence?"
5. "How can I improve my stress management skills?"
6. "What techniques can I use to boost my creativity?"
7. "How can I increase my concentration and focus?"
8. "What options are there for defining and achieving my personal goals?"
9. "How can I improve my decision-making and make informed decisions?"
10. "What steps can I take to better manage my personal finances?"
11. "How can I improve my work-life balance and find a healthy equilibrium?"
12. "What techniques can I use to improve my problem-solving skills?"
13. "How can I develop my emotional intelligence and strengthen my interpersonal relationships?"
14. "What opportunities are there to identify and utilize my personal strengths and talents?"
15. "How can I improve my learning skills and acquire new skills more effectively?"
16. "What strategies can I use to increase my productivity?"
17. "How can I promote self-reflection and achieve personal growth?"
18. "What techniques can I use to visualize and manifest my goals?"
19. "How can I improve my self-care and take care of my well-being?"
20. "What opportunities are there to maintain my personal development in the long term and grow continuously?"
21. "How can I identify my strengths and interests to find the best career for me?"
22. "What steps can I take to build my professional network and make contacts in my industry?"
23. "How can I optimize my application documents to impress potential employers?"
24. "What further training opportunities are there in my industry and how can I use them effectively to expand my skills and knowledge?"

25. "How can I prepare for job interviews to make a positive impression and stand out from other applicants?"
26. "What strategies can I use to develop my soft skills and be successful in my career?"
27. "How can I improve my online presence and personal branding to make myself attractive to potential employers?"
28. "What opportunities are there to complete internships or traineeships to gain practical experience in my desired career field?"
29. "How can I clearly define my career goals and develop a plan to achieve them?"
30. "What strategies can I use to continuously educate myself and stay up-to-date in my industry?"
31. "How can I optimize my resume to impress potential employers?"
32. "What strategies can I use to write a compelling cover letter?"
33. "How can I prepare effectively for a job interview?"
34. "What steps can I take to improve my online profiling (e.g. LinkedIn) and be attractive to employers?"
35. "How can I use my network to find professional opportunities and recommend myself?"
36. "What techniques can I use to apply for jobs and job fairs?"
37. "How can I optimize my online applications to increase my chances of being invited for an interview?"
38. "What opportunities are there to find out about potential employers and industry trends?"
39. "How can I present my soft skills effectively in my application and interview?"
40. "What strategies can I use to adapt to specific job advertisements and emphasize my suitability?"
41. "How can I make the most of my references and letters of recommendation to strengthen my application?"
42. "What techniques can I use to prepare for online assessment tests and aptitude tests?"
43. "How can I improve my online presence and reputation to make a positive impression on employers?"
44. "What opportunities are there to position myself in the current job market and develop relevant skills?"

45. "How can I adapt my application strategy to apply for different types of companies and industries?"
46. "What steps can I take to create and present a strong portfolio of my work?"
47. "How can I stand out from other applicants and attract attention in an unconventional way?"
48. "What techniques can I use to improve my interview skills and make a positive impression?"
49. "How can I develop my salary negotiation skills and negotiate an appropriate salary?"
50. "What are some ways to stay motivated after rejections and setbacks and keep looking for career opportunities?"
51. "How can I actively listen and make sure I really understand the other person?"
52. "What non-verbal communication techniques can I use to get my message across more clearly?"
53. "How can I recognize and control my own emotions to promote constructive communication?"
54. "What questioning techniques can I use to achieve a deeper level of understanding and clarification in conversations?"
55. "How can I communicate my own points of view and opinions clearly and respectfully?"
56. "What conflict resolution strategies can I use to deal with conflicts constructively?"
57. "How can I find compromises and develop win-win solutions in conflict situations?"
58. "What techniques can I use to give and receive feedback effectively?"
59. "How can I adapt my communication to different personality types to avoid misunderstandings?"
60. "What strategies can I use to promote an open and trusting communication culture in my environment?"
61. "How can I recognize my own prejudices and assumptions and be more neutral and objective in my communication?"
62. "What techniques can I use to make difficult conversations easier and avoid escalation?"
63. "How can I strengthen my conflict resolution skills through empathy and perspective-taking?"

64. "What strategies can I use to reduce misunderstandings in communication and avoid miscommunication?"
65. "How can I promote open and respectful communication to create a positive and productive work or relationship environment?"
66. "How can I create a budget and achieve my financial goals?"
67. "What strategies can I use to reduce debt and improve my financial situation?"
68. "How can I effectively manage my savings and plan for future goals?"
69. "What opportunities are there to improve my financial education and increase my investment knowledge?"
70. "How can I develop my salary negotiation skills and negotiate appropriate compensation?"
71. "What tax benefits and strategies can I use to minimize my tax burden?"
72. "How can I plan my pension and provide for retirement?"
73. "What options are there for investing my money and building up long-term wealth?"
74. "How can I control my expenses and reduce unnecessary costs?"
75. "Which insurance policies make sense for me and how can I find the best deals?"
76. "How can I increase my financial security and build up a financial cushion?"
77. "What options are there to improve my credit rating and get better credit terms?"
78. "How can I prioritize my financial goals and create a plan to achieve them?"
79. "What strategies can I use to achieve financial independence?"
80. "How can I develop my salary negotiation skills and negotiate appropriate compensation?"
81. "What options are there to protect my financial situation in times of economic uncertainty?"
82. "How can I analyze my financial situation and optimize my expenses?"
83. "What options are there to generate additional income and increase my financial freedom?"
84. "How can I pursue my financial goals in the long term and monitor my progress?"

85. "What strategies can I use to plan my financial future and provide for unforeseen events?"
86. "What current trends and needs in society could serve as the basis for a successful business idea?"
87. "What problems or challenges could be solved by innovative solutions?"
88. "Which niche markets or untapped target groups could offer potential for a successful business idea?"
89. "Which technologies or industries could grow strongly in the near future and offer opportunities for new business ideas?"
90. "Which existing business models could be successfully developed further through improvements or adaptations?"
91. "What opportunities are there to optimize existing products or services and gain a competitive advantage?"
92. "Which needs or wishes might not yet be sufficiently fulfilled in society and offer scope for an innovative business idea?"
93. "Which new sales channels or marketing strategies could be used to successfully market a business idea?"
94. "What cooperation opportunities or partnerships could help to successfully implement a business idea?"
95. "What options are there for making a business idea sustainable and environmentally friendly and thus in tune with the zeitgeist?"
96. "Which business ideas could benefit from current social changes or demographic developments?"
97. "Which business ideas could be based on the principle of the sharing economy or communal use?"
98. "Which business ideas could build on the growing trend towards health and wellness?"
99. "Which business ideas could be based on the growing demand for education and lifelong learning?"
100. "Which business ideas could be based on the growing need for digital solutions and technologies?"

7 Reasons: This is what the interactive eTutor brings to your Learning - with 100 Prompts

The interactive eTutor not only allows you to fully maximize your learning potential, but also helps you achieve your goals faster. Whether you are a student, a lifelong learner, or a professional, it is available to assist you at any time, providing you with a tailored learning experience that allows you to learn anytime and anywhere. You have access to a variety of learning materials, interactive exercises, and practical examples that help deepen your understanding and apply your knowledge. Our eTutor also allows you to track your progress and measure your performance, enabling you to clearly define your goals and stay motivated.

The interactive eTutor is more than just a conventional learning companion. It is an intelligent virtual assistant based on Artificial Intelligence that continuously adapts to your individual needs and learning progress. It analyzes your strengths and weaknesses, identifies gaps in your knowledge, and develops personalized learning plans that are specifically tailored to your needs. In addition to its great flexibility, the tool also provides an interactive learning environment where you can interact with other learners and benefit from their experiences. You can ask questions, engage in discussions, and work together on projects to deepen your understanding and gain new perspectives. Here is an overview of the benefits offered by the eTutor:

1. **Individual customization:** The eTutor adapts to your individual needs and learning styles. It recognizes your strengths and weaknesses and develops a personalized learning plan tailored to your specific goals.
2. **Understanding and explaining complex topics:** The eTutor can explain complex topics in an understandable way, summarize them concisely, and help you better understand difficult connections.
3. **24/7 availability:** The eTutor is available around the clock, allowing you to learn anytime and anywhere. Whether you have a question or difficulty understanding, need help with homework, or want to prepare for an exam, our eTutor is always there for you.
4. **Provision of exercises and tasks:** The eTutor can provide you with exercises and tasks to apply your knowledge and improve your skills. The eTutor can also adjust your learning plan and provide targeted recommendations to efficiently achieve your learning goals.

5. **Interactive learning methods:** The eTutor offers interactive learning methods that make learning more effective and enjoyable. From interactive exercises and quiz questions to interactive simulations and virtual experiments, the eTutor can monitor your learning progress.
6. **Motivation, support, and immediate feedback:** The eTutor can motivate and support you by providing positive feedback and encouraging you on your path to your goals. This allows you to track your progress, understand your mistakes, and work specifically on your weaknesses to strengthen your strengths and improve your weaknesses. The eTutor also provides you with immediate feedback on your answers and performance.
7. **Wide range of topics:** The eTutor covers a variety of topics, from mathematics and natural sciences to languages and humanities, as well as career and personal development. Whatever subject or topic you want to learn, the interactive eTutor is there to assist you.

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To effectively use the eTutor, you need to ask the right questions. For that, you need the appropriate input commands for the AI tool. Here, we provide you with an overview, including numerous examples of the top 100 prompts for effective learning.

1. "How can I effectively learn online and motivate myself?"
2. "What techniques can I use to better absorb and retain information from online courses?"
3. "How can I optimize my time and create an efficient study plan for online learning?"
4. "What strategies can I apply to improve my concentration while learning online?"
5. "How can I clearly define my learning goals and develop a plan to achieve them?"
6. "What topics have you already covered in your learning process?"
7. "Can you give me some examples of applying what you have learned in practice?"

8. "How have your knowledge and skills developed since the beginning of your learning journey?"
9. "What challenges have you encountered while learning and how have you overcome them?"
10. "Can you provide some specific examples of your progress in certain skills or concepts?"
11. "How have your learning habits and strategies changed over time?"
12. "Which resources or tools have been most helpful in supporting your learning progress?"
13. "Can you mention some specific goals that you have already achieved?"
14. "How have you applied your knowledge to solve problems or successfully complete projects?"
15. "What feedback or evaluations have you received from teachers, mentors, or peers regarding your learning progress?"
16. "What new skills or knowledge have you acquired during your learning journey?"
17. "How have you effectively utilized your study time and resources to maximize your progress?"
18. "Can you provide some specific examples of your improvements in critical thinking or problem-solving skills?"
19. "How have you adjusted or expanded your learning goals to accommodate your growing knowledge?"
20. "What strategies have helped you stay motivated and continuously work on your learning progress?"
21. "Can you give me some specific examples of your improvements in communication or presentation skills?"
22. "How have you documented your learning progress and recorded your achievements?"
23. "What new perspectives or insights have you gained through your learning?"
24. "Can you provide some specific examples of your improvements in time management or organization?"
25. "How have you reflected on your learning and what actions have you taken to continue learning effectively?"
26. "Which online resources and tools are best suited for learning specific topics?"

27. "How can I effectively organize and review my notes while learning online?"
28. "What techniques can I use to better understand complex concepts while learning online?"
29. "How can I actively engage in the online learning process and utilize interactive learning opportunities?"
30. "What strategies can I apply to test myself and assess my progress while learning online?"
31. "How can I use online discussion forums and study groups to interact with other learners and learn from each other?"
32. "What strategies can I apply to successfully complete online exams?"
33. "How can I effectively research and evaluate online learning materials?"
34. "What techniques can I use to better follow online lectures or presentations and capture important information?"
35. "How can I continuously monitor and evaluate my learning progress while learning online?"
36. "What strategies can I apply to protect myself from distractions and create a productive learning environment while learning online?"
37. "How can I optimize the use of online learning platforms to achieve my learning goals?"
38. "What techniques can I use to effectively deal with visual or auditory learning materials while learning online?"
39. "How can I be creative and try different learning methods to deepen my understanding while learning online?"
40. "What strategies can I apply to achieve a good work-life balance while learning online?"
41. "How can I improve my language skills and strengthen my communication abilities while learning online?"
42. "What techniques can I use to solve complex problems and promote critical thinking while learning online?"
43. "How can I improve my writing skills and create high-quality written work while learning online?"
44. "What strategies can I apply to effectively collaborate with other learners and benefit from their expertise while learning online?"
45. "How can I improve my time management skills and meet deadlines while learning online?"

46. "What techniques can I use to improve my reading skills and better understand complex texts while learning online?"
47. "How can I improve my presentation skills and deliver persuasive speeches while learning online?"
48. "What strategies can I apply to strengthen my mathematical skills and solve complex problems while learning online?"
49. "How can I improve my research skills and find trustworthy sources while learning online?"
50. "What techniques can I use to develop my creative skills and generate innovative ideas while learning online?"
51. "How can I expand my intercultural competencies and develop a global understanding while learning online?"
52. "What strategies can I apply to improve my self-organization and effective planning while learning online?"
53. "How can I enhance my media literacy and critically engage with digital content while learning online?"
54. "What techniques can I use to improve my problem-solving skills and find innovative solutions while learning online?"
55. "How can I develop my teamwork and collaboration skills and effectively work together in virtual environments while learning online?"
56. "What strategies can I apply to maintain my self-motivation and overcome setbacks while learning online?"
57. "How can I expand my digital skills and familiarize myself with new technologies while learning online?"
58. "What techniques can I use to overcome exam anxiety and remain calm during examination situations while learning online?"
59. "How can I efficiently organize my learning resources and establish a structured learning process while learning online?"
60. "What strategies can I apply to maintain my learning motivation and achieve long-term success while learning online?"
61. "How can I optimize my learning environment and create a suitable workspace while learning online?"
62. "What techniques can I use to visualize my learning content and deepen my understanding while learning online?"
63. "How can I track and document my learning progress and celebrate my achievements while learning online?"

64. "What strategies can I apply to set realistic learning goals and make progress step by step while learning online?"
65. "How can I increase my learning motivation and develop an enthusiasm for new topics while learning online?"
66. "What techniques can I use to effectively utilize my learning time and minimize distractions while learning online?"
67. "How can I adapt my learning strategies and try different approaches to support my individual learning style while learning online?"
68. "What strategies can I apply to align my learning goals with my personal and professional life while learning online?"
69. "How can I share my learning progress with others and seek feedback from experts or peers while learning online?"
70. "What techniques can I use to maintain my learning motivation even during challenging times while learning online?"
71. "How can I reflect on and continuously improve my learning strategies while learning online?"
72. "What strategies can I apply to diversify my learning resources and utilize various sources while learning online?"
73. "How can I prioritize my learning goals and focus on the essentials while learning online?"
74. "What techniques can I use to track and document my learning progress while learning online?"
75. "How can I increase my learning motivation by engaging with other learners and benefiting from their experiences while learning online?"
76. "What strategies can I apply to customize my learning environment to meet my individual needs while learning online?"
77. "How can I adapt my learning strategies to accommodate different learning types and situations while learning online?"
78. "What techniques can I use to make my learning content playful and interactive while learning online?"
79. "How can I celebrate my learning progress and reward myself for my achievements while learning online?"
80. "What strategies can I apply to pursue my learning goals in the long term and continuously grow while learning online?"
81. "What specific skills or knowledge do I want to acquire through further education?"
82. "What career goals do I want to achieve through further education?"

83. "Which type of further education (e.g., courses, certifications, workshops) is best suited for my desired career goal?"
84. "Which reputable educational institutions or online platforms offer the desired further education?"
85. "What experiences and reviews have other participants shared about the further education?"
86. "What financial resources do I have available to finance the further education?"
87. "Are there any government or private funding programs that could assist me in financing the further education?"
88. "What flexibility do I need in the further education (e.g., online courses, part-time options) to accommodate my current commitments?"
89. "Are there industry associations or professional networks that can provide recommendations for high-quality further education programs?"
90. "What opportunities for professional networking and exchange with other participants does the further education offer?"
91. "What career opportunities or professional advantages can the completed further education offer?"
92. "Are there alumni networks or career support services available to graduates of the further education?"
93. "What teaching methods and learning materials are used in the further education, and do they align with my learning style?"
94. "Are there opportunities for practical applications or projects during the further education to apply the learned knowledge in practice?"
95. "What support and guidance do the instructors or tutors provide during the further education?"
96. "Are there opportunities for internships, mentoring, or job placement as part of the further education?"
97. "What reputation and recognition does the further education have in the industry or in my desired field of work?"
98. "What additional resources or learning opportunities are offered alongside the regular courses or modules?"
99. "Are there opportunities for lifelong learning or updates in the further education to keep up with the changing industry requirements?"

100. "What track record do graduates of the further education have in achieving their career goals?"

6 Cases: How to use the Travel Planner correctly - with 100 Prompts

Our interactive AI travel planner is your personal travel companion, helping you to plan your dream trip down to the smallest detail. Whether you want to extend your business trip with bleisure travel, go on an adventurous team trekking tour or combine a conference with a city break - our AI is programmed to understand your individual preferences and needs and present you with tailor-made travel suggestions. With just a few clicks, you get access to a wealth of information about destinations, attractions, accommodation, activities and much more. Our AI analyzes your preferences and creates a tailor-made itinerary that matches your interests and budget. You can adjust your travel plans at any time and compare the best options for flights, hotels and activities.

But that's not all! Our interactive AI trip planner goes beyond just planning. It's equipped with a variety of smart features to make your travel experience even more enjoyable. From real-time weather information and traffic updates to restaurant recommendations and insider tips from locals, our AI is your personal travel expert to help you get the most out of your trip. Discover the future of travel and let our interactive AI inspire you. Plan your next trip with ease, accuracy and a touch of innovation. Say goodbye to tedious research and uncertain decisions - let our AI be your travel planner and experience unforgettable adventures around the world. The travel planner can be useful for the following planning cases - and of course many more.

1. **Slowing down & healthy eating:** Our everyday working life is becoming increasingly stressful. This is where targeted deceleration and health offers help, especially with regard to a healthy diet, which we are happy to recommend.
2. **Workation & activity:** Workation is a current trend that allows you to combine work and time out. The travel planner helps you find exciting activity offers.

3. **Education & culture:** If you want to further your education on vacation, e.g. as part of a language course or a city trip, you will find interesting offers with our travel planner.
4. **Business & Profession:** The classic business trip is still in demand and places special demands on planning and efficiency. The travel planner can help.
5. **Management training, team building & motivation:** Travel offers managers and teams in particular the opportunity to gain inspiration and promote motivation through exciting workshops, seminars and events. The travel planner shows suitable options.
6. **MICE Incentives & Groups:** Do you want to organize seminars, events or a program for your company? The travel planner will be happy to put together the right program for you.

Start today and experience the world in a whole new way! You can use the activated travel planner at <https://best-of-hr.com/travel-planner/> immediately after payment.

In order to use the interactive travel planner efficiently, you need to ask the right questions in as much detail as possible. To do this, you need the right input commands for the AI tool. Here we give you an overview including numerous examples of the 100 best prompts for your travel planning.

1. "I am planning a trip from city A to city B. What means of transportation are available and which is the best option?"
2. "Which airlines offer the best connections and prices for my itinerary?"
3. "Are there direct flights from my point of departure to my destination? If not, which connecting flights are recommended?"
4. "What train connections are there between my departure point and my destination? Which is the quickest and most convenient option?"
5. "Which bus companies offer connections between my departure point and my destination? Are there express buses or other options?"
6. "Which car rental companies are near me and offer good conditions for my trip?"
7. "Are there ferry connections between my departure point and my destination? If so, which is the best option?"

8. "What is the best travel time for my journey? Are there peak or off-peak times that I should consider?"
9. "Are there alternative means of transportation such as bike rental, e-scooters or car sharing that are suitable for my trip?"
10. "Which travel apps or websites can help me find the best route and book tickets?"
11. "Are there any special discounts or offers for my itinerary that I can take advantage of?"
12. "Which travel option offers the best combination of convenience, time savings and cost?"
13. "Are there any special requirements or restrictions I need to consider when traveling, e.g. baggage restrictions or visa requirements?"
14. "Which travel option offers the best flexibility in case my plans change or I need to adjust my travel times?"
15. "Are there alternative routes or modes of transportation I should consider to avoid congestion or other traffic issues?"
16. "Which travel option offers the best views or the opportunity to make interesting stops along the way?"
17. "Are there any special services or amenities that certain modes of transportation or providers offer, e.g. Wi-Fi on the train or free snacks on the plane?"
18. "Which travel option is environmentally friendly and sustainable? Are there ways to reduce my CO2 emissions?"
19. "Are there any special tips or tricks to save money on my journey, e.g. by booking tickets in advance or using discount codes?"
20. "Which travel option offers the best balance between convenience and adventure to enrich my travel experience?"
21. "I am planning a conference with 100 participants. Which conference hotels can you recommend in this size range?"
22. "I am planning a trip to Spain to expand my professional network and make new business contacts. Which cities in Spain are known for their networking events, conferences or industry meetings? What accommodation could you recommend that is conveniently located for networking opportunities? What transportation is available to travel to Spain from my home country?"
23. "Which conference hotels offer modern conference rooms with the latest technical equipment?"

24. "I am looking for a conference hotel in a specific city. Can you give me some recommendations?"
25. "Which conference hotels offer overnight accommodation for participants traveling from out of town?"
26. "I need a conference hotel with flexible room configurations to accommodate different event formats. Do you have any suggestions?"
27. "Which conference hotels offer additional services such as catering and event planning?"
28. "I am looking for a conference hotel with good transport links and parking facilities. What options are there?"
29. "Which conference hotels have an impressive selection of meeting rooms in different sizes?"
30. "I need a conference hotel with accessible facilities for participants with special needs. Can you give me some recommendations?"
31. "I am looking for a destination that will help me find myself, practice yoga and relax. What places could you recommend that offer a calm and spiritual atmosphere while offering yoga retreats or meditation classes?"
32. "I would like to plan a trip where I can focus on my inner balance. Which destinations are known for their yoga and wellness offerings, such as yoga retreats, spa treatments and opportunities for meditation? I'm looking for a place that helps me de-stress and connect with myself."
33. "Which conference hotels offer special extras such as wellness areas or leisure activities for participants in their free time?"
34. "I am looking for a conference hotel with good value for money. Do you have any recommendations in this category?"
35. "Which conference hotels have positive reviews and experiences from other organizers?"
36. "I need a conference hotel with a flexible cancellation policy. Are there any options that offer this?"
37. "Which conference hotels offer customized packages for specific industries or event types?"
38. "I'm looking for a conference hotel with a special ambience or historical charm. Do you have any suggestions?"
39. "Which conference hotels offer additional services such as interpreting or technical support?"

40. "I need a conference hotel with good connections to airports or train stations. What options are there?"
41. "Which conference hotels have flexible catering options to accommodate different dietary requirements of participants?"
42. "I am looking for a conference hotel with special outdoor areas or outdoor event facilities. Can you give me some recommendations?"
43. "Which conference hotels offer additional services such as team-building activities or incentive programs for participants?"
44. I am planning a business trip to city A. What sights or cultural highlights could you recommend to extend my trip to a bleisure trip?"
45. "Are there outdoor activities such as hiking or cycling near my business destination that I can integrate into my leisure time?"
46. "Which restaurants or cafés in the vicinity of my business hotel are particularly recommended for sampling local specialties?"
47. "Are there any shopping opportunities or markets near my business destination that I can explore in my free time?"
48. "What cultural events or festivals are taking place during my stay that I could visit?"
49. "Are there any wellness facilities or spas near my business destination where I can relax after a long day at work?"
50. "I am planning a trip to Germany to strengthen my team's leadership skills and develop them in a motivating environment. Which regions are suitable for this and which hotels offer leadership training or personal development seminars? What accommodation could you recommend that offers an inspiring atmosphere and is close to the training locations? What means of transportation are available?"
51. "Which historical sites or museums in the vicinity of my business hotel are worth a visit to learn about local history?"
52. "Are there any sporting activities such as golf, tennis or water sports near my business destination that I can do in my free time?"
53. "Which parks or gardens in the vicinity of my business hotel are ideal for a walk or picnic in my free time?"
54. "Are there any cultural districts or neighborhoods near my business destination that I can explore to experience the local flair?"
55. "Which day trips or excursion destinations in the vicinity of my business hotel are recommended to make good use of my free time?"

56. "Are there opportunities for outdoor adventures such as rafting, climbing, mountaineering, bungee jumping, paragliding or zip-lining near my business destination that I can try out in my free time?"
57. "I would like to travel in a climate-friendly way. Which destinations, hotels and travel options do you recommend?"
58. "Which wineries or breweries near my business hotel offer tours or tastings that I can enjoy in my free time?"
59. "Are there any cultural events such as theater performances, concerts or exhibitions near my business destination that I could attend?"
60. "Which beaches or coastal resorts near my business hotel are ideal for a relaxing day by the sea in my free time?"
61. "Are there opportunities for culinary experiences such as cooking classes or food tours near my business destination that I can do in my free time?"
62. "Which nature reserves or national parks in the vicinity of my business hotel are worth a visit to discover the local flora and fauna?"
63. "Are there opportunities for cultural activities such as art exhibitions, music events or plays near my business destination that I can experience in my free time?"
64. "Which historic districts or old towns near my business hotel are ideal for a walk and to admire the local architecture?"
65. "Are there any opportunities for relaxation and wellness such as yoga classes, massages or meditation near my business destination that I can use in my free time?"
66. "I am planning a trip with the aim of visiting the best national parks. Which ones are particularly recommended?"
67. "Which destinations are known for their culinary festivals and events?"
68. "I am interested in ancient ruins and archaeological sites. Which places have a rich ancient history and are easily accessible by train?"
69. "What are the best destinations in the world for whale watching and dolphin swimming?"
70. "I am looking for a destination that allows me to conduct leadership training with animals and experience animal encounters. What places offer safaris, whale watching or opportunities to interact with wildlife?"
71. "I am planning a trip with the aim of visiting the best thermal springs and wellness oases to relax. Which places are particularly

- recommended?"
72. "I would like to go on a trip where I can visit the best street food markets. Which cities are particularly well-known for this?"
 73. "I have two weeks: which national parks in the USA should I definitely visit and which route should I choose?"
 74. "I would like to do a round trip through China to learn the language and experience the culture. Which countries should I definitely visit and how can I find the best accommodation?"
 75. "I would like to go on a trip where I can develop spiritually. Which places are known for their spiritual practices, yoga retreats or meditation centers?"
 76. "What outdoor activities can I do on a four-week trip through New Zealand?"
 77. "Which destination is best for a four-week self-discovery trip in Europe and where can I find affordable long-stay options?"
 78. "I would like to go on a cruise. Which route would you recommend?"
 79. "I would like to relax and slow down for four days. Which hotel and which region near my current location is suitable for this?"
 80. "I am planning a trip with the aim of exploring the best wine regions. Which ones are particularly recommended?"
 81. "I am interested in historical sites of the Second World War. Which places have a significant war history?"
 82. "I am looking for a destination that allows me to be active and try out new sports. Which places offer opportunities for surfing, diving, skiing, kayaking, biking or other sports?"
 83. "I'm planning a bleisure trip with my family. Which child-friendly destinations could you recommend?"
 84. "Which European cities are known for their exciting nightlife?"
 85. "I would like to go on a trip where I can get to know different cultures. Which countries would you recommend?"
 86. "Which destinations are particularly suitable for solo travelers?"
 87. "I'm a big fan of architecture. Which cities have impressive architectural highlights and inexpensive accommodation?"
 88. "I'm planning a trip on a limited budget. Which destinations are inexpensive but still worthwhile?"
 89. "I am interested in wellness and relaxation. Which hotels in Austria are particularly recommended for this?"

90. "I would like to go on a trip where I can visit the best wineries in France. Which regions are particularly suitable for this?"
91. "I am planning a trip to discover the best local specialties in Italy as a team-building activity. Which destinations and itinerary should I choose?"
92. "I would like to go on a trip where I have the best shopping opportunities. Which cities are particularly well known for this?"
93. "I am planning a trip with the aim of visiting the best film sets and locations. Which places are particularly suitable for this?"
94. "I am interested in outdoor activities such as skiing and snowboarding. Which ski resorts in the Alps are particularly recommended and which hotels offer the best deals?"
95. "I am planning a trip with the aim of discovering the best street art graffiti to explore my personal creativity. Which cities are best known for this? And which inexpensive hotels nearby are suitable?"
96. "I am interested in historical sites of the Renaissance. Which places have a rich Renaissance history and what is the quickest way to get there?"
97. "I would like to go on a trip where I can experience the best wineries and wine tastings. Which regions are particularly well known for this?"
98. "I am planning a trip with the aim of visiting the best beaches for water sports activities. Which ones are particularly recommended and what are the best accommodations?"
99. "I am looking for a destination that will allow me to get socially involved and make a positive contribution. Which places offer volunteering, charitable projects or opportunities for sustainable development?"
100. "I would like to go on a trip where I can express myself creatively. Which places are known for their art scene, offer workshops or courses in painting, photography or music?"

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