

Simone Janson (ed.)

Team spirit in the home office, overcome
digital loneliness, psychology motivation & keeping
in touch in a network, organize stress-free online &
offline communication



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Authors Overview

Dr. Sylvia Löhken

Dr. Cornelia Topf

Jürgen W. Goldfuß

Katharina A. Heder

Stefan Häseli

Kevin Oppel

Simone Janson

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Self-marketing and networks for introverts: Hello! Here I am!

// By Dr. Sylvia Loehken

We all live in networks of relationships, both private and professional. We know people - and people know us. All network activities are about the conscious construction and maintenance of our contacts. But introverts often have a hard time.

Introverts and Extroverts

Our contacts are particularly important for the profession. In networks, we present our work, projects and ideas. We are recommended, we recommend and listen to recommendations.

The ability to establish contact with other people is different in every person. There are the sociable, extroverted types that draw joy and strength from every conversation.

And there are the quiet, introverted contemporaries who sometimes have to spend a lot of energy to communicate with their fellow human beings, especially with strangers.

Psychological types according to Carl Gustav Jung

In his work “Psychological Types” in 1921, Carl Gustav Jung defined introversion and extroversion for the first time as characteristics that significantly shape a personality.

According to Jung, introverts are more inward-oriented, extroverts more outward, that is, towards the environment and fellow human beings. The transition between the two forms is fluid.

Intro ?! Extro ?!

Young people do not rate according to the degree of introversion or extroversion. For him, both characteristics, with their peculiarities, were important and valuable.

From Jung's point of view, intros and extros complement each other and can help each other to expand their perspectives and take advantage of new perspectives. Nevertheless, the intros in our noisy world are not always easy, especially when it comes to contact with other people.

Dare networks

Networks are neither concoctions nor conspiratorial clubs (although there are institutions that are difficult or not accessible). They are, in principle, a huge transshipment center for information.

We live in a world that offers us many things and also demands many decisions. That's why we like to listen when others help us make decisions. For example, look for a doctor or a tax consultant, a graphic designer or a good babysitter.

Networks for greater quality of life

Networks can also relieve stress, for example by passing on a project that is too far away from one's own core competences. Or through a jointly organized childcare!

In addition, many network activities offer more quality of life through common sports and leisure activities, even if they have professional goals: from golfing to mountaineering and from common journeys through relaxed fireplace parties to joint cooking activities. Together, all the successful network activities have one thing in common: they enable everyone actively involved to benefit from each other.

Counselors are usually oriented to extroverts

There are many smart advisors on the subject of networking, communication and dealing with people. Unfortunately, this is almost always based on the "extros", that is, people who behave dynamically, spontaneously and like to open themselves to the outside.

Quiet people, on the other hand, often have to open up their special strengths and their hurdles in communication. For these supposed disadvantages can be an advantage, if one as a quiet person respects his needs.

Networks with their own strengths and needs

Here, a few questions have to be re-asked: How can you, as a quiet person, network with your strengths and needs - so that it suits you?

In the following article I give, go out from the strengths of the quiet people, tips to use their own strengths correctly. Here are some strategies that give an answer to this question. On this basis you can develop your own plan.