

COMMUNICATION

Communication as a core career skill

In the career context, communication is often reduced to external applications. However, it characterises your entire professional life: If you want to get ahead, you not only have to present your achievements convincingly in self-marketing - both internally and externally - but also communicate your ideas and convictions effectively. Just as communication departments are becoming increasingly important in companies, the inner Chief Communication Officer should also play a key role in your personal ME Incorporated.

Communication in self-marketing

Non-violent communication, storytelling, active listening - numerous methods and training courses promise better communication. But this is often overlooked: The basic principles of good communication have not changed. After all, it is people who communicate - and our brains still function according to the same patterns as they have since time immemorial. In self-marketing and job applications in particular, many lose themselves in trendy techniques and strategies. In doing so, they miss the opportunity to show their profile through authentic, personal communication - and to stand out from the crowd.