

COMMUNICATION

In a career context, communication is often reduced to the application process. In reality, it shapes your entire professional life.

Anyone who wants to progress must not only present their achievements convincingly – internally as well as externally – but also communicate ideas and convictions effectively. Just as corporate communications functions are gaining in importance, the internal Chief Communication Officer within your own “one-person enterprise” should play a key role.

Non-violent communication, storytelling, active listening – numerous methods promise better communication. What is often overlooked is this: the fundamental principles have not changed. It is people who communicate – and our brains still operate according to the same patterns as they have for ages. Particularly in self-marketing and applications, many get lost in fashionable techniques and strategies.

In doing so, they miss the opportunity to stand out through genuine, personal communication – and to show a clear profile.

Articles on communication (all articles)

- Poultry doesn't fly!
- You can always improvise – if you are exceptionally well prepared!