

Soft Skills for the Professional Services Industry

Principles, Tasks, and Tools for Success

Andreas Creutzmann

WILEY

สำนักทอสมุด มหาวิทยาลัยเชียงใหม่

0 1257975

Soft Skills for the Professional Services Industry

Principles, Tasks, and Tools for Success

ANDREAS CREUTZMANN



WILEY

Contents

	Foreword	хi
	Preface	xiii
	Acknowledgments	xvii
	Introduction: Professionals in a Digital World	1
	PART I: PRINCIPLES OF SUCCESSFUL PROFESSIONALS	7
	Chapter 1: Self-Responsibility	9
	Chapter 2: Result Orientation	21
	Chapter 3: Focus	33
	Chapter 4: Leverage Strengths	43
	Chapter 5: Think Positively	53
	Chapter 6: Action Orientation	67
	PART II: TASKS	77
Speciality	Chapter 7: Marketing	79
	Chapter 8: Setting Goals	111
	Chapter 9: Planning and Organizing	123

Chapter 10: Decision Making	129
Chapter-11: Developing and Promoting People	139
Chapter 12: Control	149
PART III: TOOLS	155
 Chapter 13: Self-Management	157
Chapter 14: Mental Training	175
Chapter 15: Rhetoric	193
Chapter 16: Effective Communication Tools	217
Chapter 17: Work-Life-Balanced-Scorecard	227
Conclusion: Outlook into the Future	239
About the Author	243
Bibliography	245
Index	249