

Creating and presenting concepts with impact

- Updated new edition, expanded to include digital bonus content and guidance on artificial intelligence
- Learn what turns a concept into a convincing proposition and develop your skills in systematic concept development



Katja Ischebeck

The Art of Effective Concept Development

A practical six-step guide

With bonus digital resources

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Genre:

BUSINESS & ECONOMICS / Business Communication / General

BUSINESS & ECONOMICS / Project Management

BUSINESS & ECONOMICS / Careers / General

A concept is the unifying thread that runs through every project, idea or initiative. But strong concepts don't emerge by chance. They arise from a systematic approach, rigorous research, precise language and a willingness to question results along the way.

In this book, author Katja Ischebeck presents her roadmap for successful concept development. She explains how to turn ideas into clear, convincing concepts in six structured steps – from clarifying the brief and conducting thorough research to building a logical structure and delivering a persuasive presentation.

This new edition brings artificial intelligence into the concept development process. It features a dedicated excursus on how AI can be meaningfully integrated into concept development alongside proven tools and methods. Used correctly, AI can make concept work easier, faster and often – surprisingly – more creative.

With an academic background in psychology, **Katja Ischebeck** brings to her writing many years of international experience as a consultant, trainer and coach in HR management and management consultancy. Her work focuses on professional concept development in the context of change processes. She founded and has led Ischebeck Consulting since 2004.

Good to know!

Includes digital bonus content:

- Video interview with an AI expert from an international media group
- Checklists and templates
- Audios

Selected clients of the author include Techniker Krankenkasse, Deutsche Rentenversicherung and Hubert Burda Media.

Accompanying blog on the author's website