

# 30 MINUTE ESSENTIALS



Get key insights  
for your personal  
and professional  
development from  
leading business  
experts



## 30 Minute Reading Time

Big Ideas in Small Packages – Anytime and Anywhere You Want!

**More than 130 titles available in 18 languages**

Explore our vast book series that covers more than 130 titles. From leadership to motivation and inspiration, benefit from business know-how in 14 leading categories.

Reading 30 Minutes a day can increase your intelligence. Get key insights in 5 chapters on 96 pages from +100 leading business experts in 30 Minute text and audio.



Millions of readers and lifelong learners use and apply our compact knowledge for their personal and professional success.

**More than 6 Mio sold copies!**

# Major Insights and Compact Knowledge For You – Anytime and Anywhere You Want!



With our 30 Minutes Essentials-Series your way to work gets more efficient. Within 30 minutes you can read or listen to key insights and compact knowledge about self-organisation, innovation or resilience and put it into practice directly.



Turn every moment into an opportunity to learn something new. From the coffee break to the train ride, there is always enough time for new insight.

Further education:  
You can learn independently and daily in only 30 minutes and develop existing skills and increase career opportunities.





With over 100 experienced, international authors from various industries and education, we inspire people to move forward.

GABALs authors are highly professional trainers, motivational speakers or executives and are all outstanding leaders in their fields with many year's of hands-on experience, their competence reflected in their success and therefore mirroring GABAL's philosophy 'to learn only from the best'.

## TO LEARN ONLY FROM THE BEST

### LEADING EXPERTS in their fields:

- Career and Success
- Personal Development
- Entrepreneurship
- Psychology
- Corporate Culture
- Mindfulness and Happiness
- Management and Leadership
- Relationships
- Economics
- Motivation and Inspiration
- Creativity
- Communication Skills
- Productivity and Effectivity
- Marketing and Sales



**Dr. Lothar Seiwert, CSP**, is Europe's leading and most well-known expert in the field of new time and life management. Millions of people learned from Lothar Seiwert how to better manage their time. The celebrity keynote speaker is within the circle of "Excellent Speakers" in Europe. Audiences of more than 400,000 people have excitedly listened to his talks in Europe, Asia and the US. Again and again, his books rocket to the top of best-seller lists.

Efficient Self-Organization



**Dr. Sylvia Löhken** is an expert on the characteristics of introversion and extroversion. Sylvia's clients include large corporations, international organizations and professional associations. Sylvia's books have been translated into 30 languages; She is a certified coach as well as Reiss Profile Master, LUXXprofile Master and S.C.I.L. Master. Sylvia is Speaker of the Year 2012 and knows how to translate scientific findings into exciting and useful information. She has a doctorate in linguistics and worked as a science administration manager in Germany and Japan.

Discovering Your Personality Style

**TO LEARN  
ONLY FROM  
THE BEST**

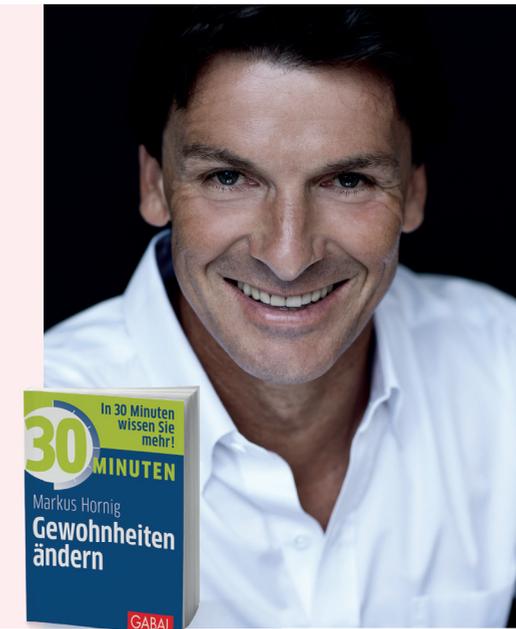
When she's not being lauded by Focus magazine as "Germany's no. 1 body language expert" she's clearing up at the coveted Speaker Awards. **Monika Matschnig's** versatility is impressive: as a keynote speaker, author, consultant, lecturer and coach, she inspires thousands of people each year with her lectures and seminars. A psychology graduate specialising in personality, work and organisational psychology, she persuades and compels audiences with her varied knowledge and clever didactic techniques. For more than ten years, she has been sharing her know-how with managers, politicians and employees, and private clients.

Learning To Understand Body Language



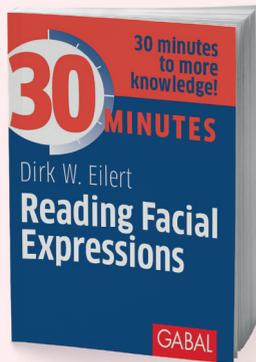
**Markus Hornig** is a certified health manager, an alternative practitioner for naturopathy and psychotherapy and a graduate mental trainer, as well as managing director of MOVING Health Management GmbH, which develops tailor-made prevention programs for corporations. Markus is also active as a coach in top-class sport. From October 2011 to August 2016, he was a mental coach for the German national women's soccer team, which won the European Championship in 2013 and the Olympic gold medal in Rio in 2016.

Changing your habits



## The perfect 30-Minute-Essential for every situation

- while working
- while doing housework
- while exercising
- while commuting
- while waiting in a queue or in the waiting room



30 Minutes to Reading Facial Expressions

### Learn to read facial expressions while commuting to and from work

Do you know what your conversational partner is feeling? To recognize this and respond accordingly are the most important abilities that determine the quality of your relationships and the success of your conversations. Our facial expressions can portray the full spectrum of our emotions – they are the stage of our emotions.

- learn what facial expressions reveal about emotions and personality
- helps you to interpret facial expressions of others correctly
- learn to respond accordingly to the recognized signals



30 Minutes Design Thinking

### Come up with innovative solutions and ideas while waiting in a queue

Design thinking is a method of working that combines different tools to support innovation and facilitate the process of finding ideas. Regardless of whether you are working in a company, are self-employed, or simply want to reinvent things on a personal level.

- learn to tackle problems in a structured and fun way
- find simple genuinely innovative ideas for solutions

### Advance your personal development while exercising

What can be more exciting than getting to find out about your own personality, than exploring your own "I"? The journey to your own "I" starts with a variety of objectives:

- gaining a better understanding of yourself, and of others,
- knowing how to assess your own behavioral patterns or
- discovering your own steps towards developing a mature personality.



30 Minutes Self-Confidence



30 Minutes Strong Team Culture

### Learn about your colleagues' values while working or while in the cafeteria

Learn what you can do to build a team culture and how you can recognise your team members' value systems and mould your culture in favour of long-term success.

- Understand team culture and improve it in your organisation
- Enjoy long-term success with your team



30 Minutes to more Courage

We humans tend to focus on security in our private and professional lives and to avoid risks. But if we want to fulfil and increase our potential, we are often forced to leave our comfort zone. If you are courageous, you can act competently, safely and self-determinedly even in uncertain times and lead a successful and happy life.

- find out what courage really means
- learn to overcome fears and risks
- learn to take your life into your own hands more courageously

Self-esteem can be thought of as our “mental immune system”: It determines how we see ourselves, and how well we can draw on our skills and abilities.

- know your own worth
- learn to access your internal motivational drive
- learn to achieve goals and reduce your dependence on external validation



30 Minutes to Self-Worth

If you want to belong to those people who survive crises unharmed and emerge strengthened from them, then you should familiarize yourself with the concept of resilience and train your inner strength.

- build up psychological and mental resistance
- learn to manage crises successfully
- self-assessment: your own resilience profile



30 Minutes to more Resilience

Coming up with new ideas is often easier than actually pursuing them. Without a courageous outlook on the future, the latter is impossible. Only with a foundation of confidence, efficacy, resilience and optimism can organisations engage successfully with a world of relentless change.

- Cultivate courage in your company
- Significantly improve the innovation behaviour of your employees
- Make your company fit for future challenges



30 Minutes to Facing the Future with Courage

# TAKE A BREAK

30 Minutes to a calmer, more resilient, relaxed, happier you



# For all those who want to understand in a nutshell what is most important.

## The Benefits of the 30-Minute-Essentials-Series

### 1. 30 minutes to more knowledge!

- This series is designed to enable you to absorb concise, well-founded information in a short time.
- There is a guide system to steer you through the book, this allows you to grasp the important points.

### 2. Quick to read

- You can read the whole book in 30 minutes. If you don't have that much time, just read the important information printed in blue.

### 3. Reader-friendly

- Key questions with page references at the start of each chapter enable you to find your way around the book quickly.
- Go straight to the page that covers the particular gap in your knowledge.
- Several summaries within the chapter allow you to skim through quickly.
- There is an index to help you refer back.

### 4. Compact knowledge, anytime and anywhere you want:

- The titles are available in print, e-book and audio book formats
- Introduction to a new topic in 5 easy to read chapters
- Many brief recaps within each chapter facilitate rapid skimming
- Illustrations, exercises and checklists make the books fun to read and help with the immediate implementation of the newly acquired knowledge

## TESTIMONIALS

*"It speaks for the concept of the series that GABAL's Essentials Books repeatedly contain highly recommendable abstracts even on more complex topics. [...] "Recommended reading!"*

**Change X**



*"This book is so short and concise and yet it contains all the important information and tips you need to know, and is so simply structured. Statement, reasoning, example, conclusion! 5 stars, simply great!"*

*"I was very surprised from the beginning how compact, clear and instructive it is. Really recommendable, would buy it again and have recommended it to my friends."*





Lothar Seiwert  
30 Minutes To A Better Time-Management

*“The leading time management expert.”* CAPITAL Magazine

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Monika Matschnig  
30 Minutes Learning To Understand Body Language

*“No 1 Body Language Expert!”* FOCUS Magazine

**Communication Essentials**

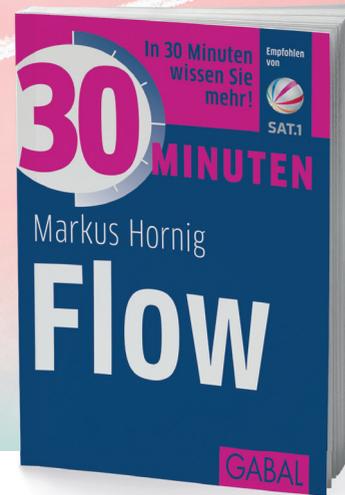
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*From the master at applying the techniques of exciting storytelling to the communication needs of companies and individuals.*



Markus Hornig  
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# ESSENTIALS DECISION MAKER

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How are you feeling when you think about your life / career?



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