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## **After the Election is before the Choice. Regina Maria Jankowitsch advises us to cross- enter into politics.**

*From Jennifer Wilton*

*September 19, 2005:* The ascent from the dishwasher to the corporation head – how this is possible, one knows from a thousand stories. The cross-entry for a politician – this is less often told, is however just as story rich. Let us take Mr. Smith. He was actually only a small, blameless citizen from a small, comparatively insignificant state in the United States. But as it was wanted by coincidence and a few “puppet master” intriguers, the former pathfinder leader made his way to establish himself as a senator in Washington. Idealism and honesty were there not demanded, and so the political newcomer was threatened by failure. Finally, however, he was saved by the OSCAR awarded film script – the hero in Frank Capra’s “Mr. Smith goes to Hollywood” (1939) avoids the pitfalls of politics, before he finally gets caught up in these.

So that this happy-end plot could be repeated in politics-skeptical Germany – *New politicians needs the country for the next election! (Frische Politiker braucht's Land für die nächste Wahl!)* –, Regina Jankowitsch, who is a “Political Leadership” expert and communication coach for politicians, wrote a guidebook for “first steps into politics”: an experience-based instruction (since Plato there is no lack of theoretical literature about the

ideal politician) for newly-entering and cross-entering politicians, who want to serve the public interest and common welfare – because exactly this should be at least one of the motivations, writes the authoress, if one gets involved in a life of boredom in the parliamentary meeting rooms, for which Peter Glotz has set in his books a monument.

The authoress emphasizes as one of her core messages that political business represents a self-invention on a daily basis. Should the political will exist, it also appears possible to assemble together a character from a “kit”. “Personality” and “image”, “charisma” and “communicative ability”, they belong to the prerequisites of the *homo politicus*, and for each of these a book chapter is dedicated. Because: “You are the product”, and “a lack of profile is out.” Here one would like to ask: Didn’t the sweaty shirts of Schröder and Fischer, after the election campaign appearances, say this more engaged?

For her advice for political success, Mrs. Jankowitsch likes to benchmark against ten factors. Many begin with the questioning of the waverer, such as: Do I want? Can I? How do I start? For what do I stand? Who works for me? How do I pull the threads and “puppet master”? How do I maintain contacts?

Election campaigners should have considered Jankowitsch during the last weeks! They would have avoided a lot. It is not sufficient, writes the authoress, to have a vision – if one cannot synchronize with the biggest possible opportunities. “The media will like you, should you want to establish yourself as a prominent cross-enterer”, it is said. However: “Your future success does not depend on the media, but on the support of your base. You would not be the first, to fail earlier than necessary, because you were isolated from the organization and cut off from its backing.” Woe betide you, should you as cross-flying cross-enterer ignore the internal pecking order: “Several good, industrious staffers see their investments endangered by you, who all of a sudden appears like a *deus ex machina* out of the nothing.” You have now four more years to read Jankowitsch. Begin and run! (*Treten Sie an!*)

