

Aktiv die Zukunft gestalten

Das diesjährige Chefmeeting der Bonusfleischer fand am Musterhof des Hütthaler-Projekts Hofkultur statt. Die vielfältigen Inhalte der Veranstaltung hatten eine Botschaft gemein: Nur aktives Gestalten der Zukunft führt zu besseren Aussichten.



...

8Yb`HU[i b[gcfh`Uh`XUg`6cbi gZY]gWYf!HYUa `?Uf`i bX`6f][]hhY
K`Y[gWU]XYf`k c`b]W`h`fY]b`ni Z`][`[Yk`A`h`5a
k i bXYfgW`ObYb`<Øhh`U`Yf!A i ghYf`cZ`b`F`ØghcfZ`]a`a`U`Yf]gWYb
<Ui`gfi`W`j`]YfhY`[Y`Y[Ybž`YVYb`b]W`h`bi`f`D`]dd`i bX`8Ub]Y`U
<Øhh`U`Yf`a`]h`]\fYa`Gc`b`5bhc`b`gcbXYfb`]\Yf`k i fXY`Ui`W`X]Y
dYfZY`_hY`J`YfV]bXi b[`nk`]gWYb`XYa`VYghY`YbXYb
:`Y]gWYfY]VYhf]YV`i bX`XYa`Ni`_i bZhgv]`X`[YgWUZZYb`"8Ybb
X]YgYf`A i ghYf`cZ`[]h`U`g`85G`NYbhfi`a`XYg`]bbcj`Uhj`Yb`H]Yfk`c`\`!
Dfc`Y`_hgž`XUg`X]Y`bUW`U`h][Y`:`Y]gWYfnYi`[i b[``Ub[Zf]gh][
dfÄ[Yb`k`]fX``XUfØVYf`g]bX`b]W`h`bi`f`U`Y`b]h]UhcFYb`Ui`g`XYa

<Ui gY'<Øhh\U`Yf'ØVYfnYi [hž'gcbXYfb`Yg'gd]Y[Y`hY`Ui W\`X]Y
Y]b\Y`][Y`A Y]bi b[`XYf'; ÅghY`XYg'7\YZa`YYh]b[g`k`]YXYf"

9]bY`VYgcbXYfY`<cZ!: Ø\fi b[

6YfY]hg`XYf`YfghY`Fi bX[Ub[`Ua`5bZUb[`XYg`HfYZZYbg`VfUW\hY
VYY]bXfi W_YbXY`9]bV`]W_Y.`8Yf'; YgW\ÅZhgzØ\`fYf`<YfVYfh
<Øhh\U`Yfž`D\`]dd`<Øhh\U`Yf`i bX`XYf`h]YfÅfnh]W\Y`@Y]hYf`XYg
Dfc`Y_hgž`A U[``8ca`]b]_`9W_ž`Yf`_`ÅfhYb`X]Y`bYi Yb`K`Y[Y`]a`8YhU]`
`j`cb`XYf`H]Yf\U`hi b[ž`ØVYf`X]Y`GW\`UW\hi b[`V]g`\]b`ni`f
J`YfUfVY]hi b[`i`bX`ni`a`J`Yfhf]YV`XYf`ei`U`]hUh]j`_`cW\k`Yfh][`Yb
:`Y]gW\!`i`bX`K`i`fghdfcXi`_hY``8]Y`J`cf[UVYb`]b`GUW\Yb`5i`g`Ui`Ž
H]Yf\U`hi b[`i`bX`FY[`]cbU`]hÅh`]Y[Yb`XYi`h]W\`ØVYf`XYb`cZZ]n]Y``Yb
5A`5!`a`Y\`f`H]Yfk`c\`!F]W\h`]b]Ybž`k`Ug`gc[Uf`X]Y`B;`C`g`j`cb`J`Yf
DZchYb`ØVYfnYi [h`\Uh``5VYf`b]W\h`bi`f`XUg.`8]Y`J`cfhY]`Y`XYg
i`a`ZUggYbXYb`Dfc[fUa`a`g`k`i`fXYb`Ui`W\`j`cb`XYf`i`b]j`Yfg]hÅh`ZØf
6cXYb`_i`hi`f`K`]Yb`cZZ]n]Y``VYghÅh][`h`f@YgYb`G]Y`XUni`XYb`^`:`N!
6Yf]W\h`]b`XYf`j`cf][`Yb`5i`g[UVY`cXYf`Ui`Zi`bgYfYf`<ca`YdU[Y`Ł`:`Øf
X]Y`6fUbW\Y`UVgY]hg`XYf`bYi`Yb`B`UW\`U`h][`_Y]hgghfUhY[`]Yb
k`UfYb`gc`W\Y`J`cf[UVYb`bUhØf`]W\`bYi```5bZUb[g`k`Uf`Yg`gW\k`Yfž
DUfhbYf!6Ui`Yfb`ZØf`XUg`Dfc`Y_h`ni`[`Yk`]bbYb`ž`Yf]bbYfhY`g]W\
<YfVYfh`<Øhh\U`Yfž`a`]hh`Yfk`Y]`Y`g]bX`UVYf`&`^`<ØZY`a`]h`XUVY]ž`X]Y
XUg`Dfc`Y_h`a`]hj`c``Yf`,`VYfnYi [i`b[`j`YfhfYhYb"

A`]h`XYa`[`ÀgYfbYb`GW\`UW\h\cZž`XYf`5bZUb[`&\$%-`Yf`ÒZbYhž`k`]fX
XYf`?`fY]g`XYf`B`UW\`U`h][`_Y]h`VU`X`[`YgW\`cggYb`gY]b``8]YgYf
Ni [Ub[`ni`f`:`Y]gW\dfcXi`_h]cb`]gh]`cfV]`X`]W\ž`UVYf`Ui`W\`gY\`f
Ui`Ž`YbX][``5``X]Y`Dfc`Y_h`XYhU]`g`k`i`fXYb`j`cb`XYb`Ub`k`YgYbXYb
:`Y]gW\Yfb`U`g[fc»Y`<YfUi`gZcfXYfi`b[ž`UVYf`Ui`W\`U`g`YVYbgc
[fc»Y`7\UbW\`ZØf`X]Y`Ni`_i`bZi`XYg`:`Y]gW\Yf[Yk`YfVYg`VYhfUW\hYh"
8]Y`Y]b\Y`][Y`A Y]bi b[.`5fh[YfYW\hY`H]Yf\U`hi b[ž[YbYfY``Yg
H]Yfk`c\`i`bX`B`UW\`U`h][`_Y]h`]b`XYf`:`Y]gW\j`Yfa`Uf`_hi`b[`g]bX`X]Y
H\Ya`Ybž`X]Y`Y]bY`5V_Y\`f`j`cb`XYf`A`UggYbh]Yf\U`hi b[`i`bX
A`Yb[Ybj`Yfa`Uf`_hi`b[`VYXYi`hYb`i`bX`?`cbgi`a`YbhYb`]a`a`Yf
k`]W\h][`Yf`k`YfXYb``8cW\`k`Ug`VYXYi`hYh`X]YgY`9bhk`]W_`i`b[`ZØf
[Yk`YfV`]W\Y`:`Y]gW\Yfž`i`bX`k`]Y`gc```Ua`VYghYb`XUfUi`Z`fY[`]Yfh
k`YfXYb3`9]bY`5fVY]hg[fi`ddY`XYf`6cbi`gZY]gW\Yf`gc```g]W\`ja
bÅW\ghYb`š\`f`]bhYbg]j`a`]h`X]YgYf`H\Ya`Uh]_`Ui`gY]bUbXYfgYhnYb"

; Ybi ['[Y^Ua a Yfh°

A]h'[Yk c\bh'U_f]V]gWXYa '6`]W_k]Xa YhY'g]WXYUbb'Ui W
: `Y]gWgca a Y`Yf'i bX'; f]`!9I dYfhY'<Ubg'GhUVUi Yf'XYb'U_hi Y`Yb
DfcV`Ya Yb'XYf'6fUbWY"i bhYf'XYa 'H]hY` : `Y]gWYfY]` 'ei c'!
j UX]g 'bU\ a 'Yf'X]Y'j YfÅbXYfhYb'9gg!`i bX'9]b_Ui Zg[Yk c\b\Y]hYb
XYf'; YgY`gWUZh]bg'J]g]Yfz'Yfa U\bhY'X]Y'5bk YgYbXYbž'XUgg
X]YgY'9bhk]W_`i b[Yb'_Y]b'; fi bX'ni a 'Aa a Yfb'gY]Ybž'gcbXYfb
VYggYf'U'g'fb]h]U'nØbXi b['VYhfUW'hYh'k YfXYb'gc`hYb'i bX'a Ub
g]WXY'Ui Z'X]Y'bYi Yb'6YX]b[i b[Yb'Y]bghY`Yb'gc`Y" GWX`]Y» `]W
_ØbbY'a Ub'\cWk Yfh][Yg: `Y]gW'a]h'U`gY]bYb'fb\U'hggbc ZYb
Xi fWXY'Ui g'Ui WXY'U'g' Gi dYfZcX 'j Yfa Uf_hYb ž']gh'g]WXY'<Ubg
GhUVUi Yf'g]WXYf"8UZØf'[Y'hY'Yg'U`YfX]b[gž'X]Y'?ca dYhYbnYb']a
J Yf_Ui Zni 'ghÅf_Yb'i bX'X]Y'?fÅZhY'XYg'<UbXk Yf_g'ghfUhy[]gW
f]WXYh['ni 'VØbXY'b"5i WXY'Yf'k i fXYb'X]Y'6cbi gZY]gWXYf'VYfY]hg
U_h]j`i bX'ghY`Yb'ZØf'U`Y']\fY'A]h['YXYf'Ghfi _hi fYb'i bX
A Uf_Yh]b[!A Uhyf]U`ni f'J YfZØ[i b["

J cb`j Yf`cW_YbX`V]g`Vf]gUbh

I bX'[`Y]WXY']b['g'k Y]hYf'ni a 'bÅWghYb'Dfc[fUa a di b_h' XYf'VY]
XYb'5bk YgYbXYb'Ui Z: fYi XY'gh]Y» . : fUbn'6f]I bYfz'@Y]hYf'XYg
; UghfcX]YbghYg'XYf'?UghbYf'; fi ddYž'ghY`hY'Y]b'j Yf`cW_YbXYg
9]bgh]Y[gUb[YVch'ZØf'U`Y'6cbi gZY]gWXYf'j cf"8Ug
: Ua]`Ybi bhYfbY\ a Yb'?UghbYf']gh'Ui Z'X]Y'6Y`YZYfi b['j cb
<UbXk Yf_'i bX'; Ughfcbca]Y']b'C ghØghYffY]WXY'gdYn]U`g]Yfhi bX
V]YhYh'[Øbgh][Y'?cbX]h]cbYb'ZØf'UhhfU_h]j Y'Ni gUhdFcXi _hY"BUW
XYa 'A]hU[YggYb'[]b['Yg'a]h'XYa 'J cfhfU['Dck Yf'Gc'i h]cb' !
9bYf[]YgdUfYb']a : `Y]gWXYfVYhf]YV`k Y]hYf' 'a]h'j]Y`Yb'K ck!
9ZY_hYb']a '6Yni ['Ui Z'9]bgdUfi b[gdchYbn]U`Y"

5VYf'f]WXYh['Vf]gUbh'k i fXY'Yg'XUbb'VY]a 'bÅWghYb
Dfc[fUa a di b_h'?UggYbX]YVghU`i bX'UbXYfY'6YhfØ[YfY]Yb
Xi fWXY'A]hUfVY]hYf'k UfYb'H\Ya U'XYg['Ya Y]bgUa Yb'J cfhfU['g'j cb
F c`UbX'F Ua YgYXYf'j cb'XYf'UVg!8YhY_hY]'i bX'5bXfYUg'K U`U'j cb
6]nYfVU"K]Y' \Y]» `i bX`Y]XYf'Ui WXY'U_hi Y`X]YgYg'H\Ya U
k]f_]WXY'ghž'ghY`hY'g]WXY'VU`X`YfUi g. : Ugh'YXYf'XYf'UbX YgYbXYb
: `Y]gWXYf'k i gghY'j cb': Å`Yb'Ui g'XYa 'Y][YbYb'I bhYfbY\ a Yb'ni

VYf]W\hYb"<Äi Z[Y`Ghcfbcg`i bX`d`Öhn`]W\Y`ÿbXYfi b[Yb`ja
I a gUhn`gY]Yb`K Ufbg][bU`Yž`gc`X]Y`9I dYfhYb"@ØW_Yb`cgY
, VYfk UWxi b[`i bX`X]Y`J Yfk YbXi b[`j cb`6Uf[Y`XUi hca UhYb
_ÖbbYb`X]Y`J Yf`i ghY`a]b]a]YfYbž`VYhcbhYb`X]Y`J cfhfU[YbXYb"
5`YfX]b[g`a ØggY`a Ub`VY]a `9]bVUi `j cb`?Ua YfUg`X]Y`U_hi Y`Yb
8G; J C!6Ygh]a a i b[Yb`VYUW\hYbž`XYbb`i bhYf`UbXYfYa `]gh`XUni
Ui W\`X]Y`Ni gh]a a i b[`XYf`A]hUfVY]hYf`bchk YbX]["

C b`]bY`U`g`7\ UbW\

9]bY`7\UbW\`ZØf`_Y]bYfY`i bX`Ui W\`[fÖ» YfY`< UbXk Yf_gVYhf]YVYž
Ua `?i W\Yb`XYg`C b`]bY!I a gUhnYg`a]hni bUgW\Ybž`]gh`X]Y`D`UhhZcfa
a mDfcXi W"Uh`G]Y`k i fXY`&\$-\$- `j cb`XYb`XfY]: fYi bXYb`H\ca Ug
DcgW\Yfž`F U]bYf`BYi k]fh\`i bX`A]W\UY`G W\fi YZ[Y[fØbXYhž
XUa U`g`k UfYb`[YfUXY`a U`DfcXi _hY`j cb`XfY]i a `]Y[YbXYb
6Yhf]YVYb`ja `5b[YVch"<Yi hY`d fÄgYbh]Yfh`X]Y`D`UhhZcfa
, "\$\$\$DfcXi _hY`j cb`fi bX`) \$\$`6Yhf]YVYb`Ui g`[Ubn`² ghYffY]W\ "
9]bYf`XYf`YfZc`[fY]W\Yb`; fØbXYfž`A]W\UY`G W\fi YZž`Yf`Äi hYfhY`]b
Y]bYa ` _i fnk Y]] [Yb`J cfhfU[`X]Y`A Ö[`]W_Y]hYb`i bX`X]Y`7\UbW\
ZØf`fY[]cbU`Y`DfcXi nYbhYb"<Yi hni hU[Y`gc`hY`YXYg`DfcXi _h
Ui W\`ja `BYhn`ni `Z]bXYb`gY]b""8Ybb`X]Y`a Y]ghYb`?cbgi a YbhYb
gi W\Yb`]Yf`DfcXi _hY`VYfY]hg`cb`]bY` `k Ybb`XYf`?i bXY`XUbb`ja
BYhn`XUg`; Yk ØbgW\hY`b]W\h`Z]bXYhž`]gh`X]Yg`Ub`g]W\
[`Y]W\ni gYhnYbž`U`g`cV`XUg`DfcXi _h[Uf`b]W\h`YI]gh]YfYb`k ØfXY
gc`k Ufbh`XYf`gma dUh\]gW\Y`; fØbXYf`Ui W\`ja `Ub gW\`Y]» YbXYa
HU`_`a]h`XYf`² ghYffY]W\]gW\Yb`: `Y]gW\YfnY]hi b["

8U\Yf`]gh`Yg`ja a Ybg`k]W\h][ž`gY]bY`DfcXi _hY`ja `BYhn`ni
dfÄgYbh]Yfh` `i bX`bUhØf`]W\`[]h`Ui W\`Yf.`X`d f cZYgg]cbY`Yf`i bX
gW\ÖbYf`X]Y`DfÄgYbhUh]cbž`XYghc`Y\Yf`k]fX`XYf`?i bXY
Ui Za Yf_gUa "" K]f`i bhYfghØhnYb`ÖghYffY]W\]gW\Y
< UbXk Yf_gVYhf]YVY`XUVY]ž`]Yf`DfcXi _hY`Ui W\`cb`]bY`]bg`VYghY
@]W\h`ni `fØW_Yb` ž] Yfgdf]W\h`G W\fi YZž` XUg`ZÄb[h`VY]: [i hYb`: chc g
i bX`XYf`f]W\h][Yb`6YgW\fY]Vi b[`Ub`i bX`\Öfh`VY]a `J Yfhf]YV`i bX
XYf`J Yfa Uf_hi b[`Ui Z ž`gc`XYf`YfZU\YfY`C b`]bYf`"I bX`XUgg`g]Y
Y]bYb`[i hYb`œV`a UW\Ybž`VYghÄh][hY`Ui W\`C gg]`A Ø\`ghÄhYfž`XYf
<Yb_Y`Y`i bX`k Y]hYfY`DfcXi _hY`Ui ZXYf`D`UhhZcfa `Uhi bX`Äi » Yfgh
ni Zf]YXYb`XUa]h`]gh"

9g`k Ufž`k]Y`[Yk c\bhž`Y]b`gY\`f`]bhYfYggUbhYg`7\YZa`YYh]b[`.`8]Y
Ui`g`²`ghYffY]W\`i`bX`6UmYfb`nU\`fY]W\`Ub[`YfY]ghYb`6cbi`gZY]gW\Yf
X]g`_i`h]YfhYb`X]Y`H\Ya`Yb`Xi`fW\Ui`g`_cbhfcj`Yfg";`Ubn`Y]b][`k`Uf
a`Ub`g]W\`UVYf`]b`XYf`ZYghYb`,`VYfnYi`[`i`b[`ž`XUgg`X]Y`VYghYb
Ni`_i`bZhgW\UbWb`b`Y]bYf`E`i`U`]hÅhgcZZYbg]j`Y``]Y[`Yb"

6Ygi`W\Yb`G]Y`i`bg`Ui`Z.`Z`Y]gW\i`bXWċ"Uh