

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.



...

8 Yb 'HU[i b[gcfh\Uh'XUg'6cbi gZY]gWX Yf!HYUa ' ?Uf`i bX'6f][]hhY
K Y[gWX U]XYf`k c\``b]WX h'fY]b`ni ZÀ``][' [Yk À\`h'5a
k i bXYfgWX ØbYb < Øhh\U`Yf!A i ghYf\cZ]b`F ØghcfZ]a 'a U`Yf]gWX Yb
<Ui gfi W_j]YfhY``[Y`Y[Ybž`YVYb`b]WX h`bi f`D\]]dd`i bX'8Ub]Y`U
< Øhh\U`Yf`a]h`\fYa 'Gc\`b`5bhcb`'gcbXYfb`\]Yf`k i fXY`Ui WX`X]Y
dYfZY_hY`J YfV]bXi b[`nk]gWX Yb`XYa 'VYghY\YbXYb
: `Y]gWX YfY]VYhf]YV`i bX`XYa 'Ni _i bZhgV]X`[YgWX UZZYb``8 Yb b
X]YgYf`A i ghYf\cZ[]h`U`g`85G`NYbhfi a 'XYg`]bbcj Uh]j Yb`H]Yfk c\`!
Dfc`Y_hgž`XUg`X]Y`bUWX\U`h][Y` : `Y]gWX YfnYi [i b[``Ub[Zf]gh][
dfÀ[Yb`k]fX`'XUfØVYf`g]bX`b]WX h`bi f`U``Y`!=]h]UhcfYb`Ui g`XYa

<Ui gY <Øhh\ U`Yf ØVYfnYi [hžgcbXYfb`Yg`gd]Y[Y`hY`Ui \W`X]Y
Y]b\Y`][Y`A Y]bi b[`XYf` AghY`XYg`7\Yza YYh]b[g`k]YXYf"

9]b Y`VYgcbXYfY <c Z!: Ø\ fi b[

6YfY]hg`XYf`YfghY`F i bX[Ub[`Ua`5bZUb[`XYg`HfYZZYbg`VfUW\hY
VYY]bXfi W_YbXY`9]bV`]W_Y`8Yf` YgW\ÀZhgZØ\ fYf`<YfVYfh
<Øhh\ U`Yfž`D\`]dd`<Øhh\ U`Yf`i bX`XYf`h]YfÀfnh]W\Y`@Y]hYf`XYg
Dfc Y_hgž`A U[``8ca]b]_`9W_ž`Yf_`ÀfhYb`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`Jcf[UVYb`]b`GUW\Yb`5i`g`Ui`Z
H]Yf\U`hi b[`i bX`FY[`cbU`]hAh`]Y[Yb`XYi`h]W\`ØVYf`XYb`cZZn]Y`Yb
5A 5!`a`Y\`f`H]Yfk`c\`!F]W\h`b]Ybž`k`Ug`gc[Uf`X]Y`B`Cg`j`cb`J`Yf
DZchYb`ØVYfnYi [h\`Uh`5VYf`b]W\h`bi`f`XUg.`8]Y`JcfhY`Y`XYg
i`a`ZuggYbXYb`Dfc`fUa`a`g`k`i`fXYb`Ui`W\`j`cb`XYf`I`b]j`Yfg]hAh`ZØf
6cXYb_i`hi`f`K`]Yb`cZZn]Y`VYghAh][h`fl@YgYb`G]Y`XUni`XYb`2`N!
6Yf]W\h`b`XYf`j`cf][Yb`5i`g[UVY`c`XYf`Ui`Z`i`bgYfYf`<ca`YdU[Y`L`Ø
X]Y`6fU`bW\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_hni`[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_ha`]hj`c`Yf` ,`VYfnYi`[i`b[`j`YfhfYhYb`"

A`]h`XYa`[`ÀgYfbYb`GW\`UW\h\cZ`XYf`5bZUb[`&\$%-`YfØZbYhž`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`]ghj`cfV`]X`]W\ž`UVYf`Ui`W\`gY\`f
Ui`Zk`YbX][``5``X]Y`Dfc`Y_hXYhU`g`k`i`fXYb`j`cb`XYb`Ubk`YgYbXYb
: `Y]gW\Yfb`U`g`[fc`Y`<YfUi`gZcfXYfi`b[ž`UVYf`Ui`W\`U`g`YVYb`gc
[fc`Y`7\UbW`ZØf`X]Y`Ni`_i`bZh`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[Yb`YfY`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`YfXYb`3`9]bY`5fVY]hg[fi`ddY`XYf`6cbi`gZY]gW\Yf`gc`g]W\`[a`
b\W\ghYb`JU\`f`]bhYbg]j`a`]h`X]YgYf`H\Ya`Uh]_`Ui`gY]b`Ub`XYfgYhnYb`"

; Ybi [' [Y^Ua a Yfh°

A]h[Yk c\bh\U_f]V]gW\Ya '6]W\k]Xa YhY'g]W\XUbb'Ui W\ : 'Y]gW\gca a Y]Yf'i bX'; f]`!9i dYfhY < Ubg'GhUVUi Yf'XYb'U_hi Y``Yb DfcV'Ya Yb'XYf'6fUbW\Y"! b\hYf'XYa 'H]hY` : 'Y]gW\YfY]' 'ei c'! j UX]g 'bU\ a 'Yf'X]Y'j Yf\Ab XYfhYb '9gg! 'i bX'9]b_Ui Zg[Yk c\b\Y]hYb XYf'; YgY``gW\UZh]bg'J]g]Yf\Yfa U\bhY'X]Y'5bk YgYbXYb\ZUgg X]YgY'9bhk]W\i b[Yb'_Y]b'; fi bX'ni a 'Ja a Yfb'gY]Yb\ZgcbXYfb VYggYf'U'g'!b]h]U'n\0bXi b['VYhFUW\hYh'k YfXYb'gc``hYb 'i bX'a Ub g]W\ 'Ui Z'X]Y'bYi Yb'6YX]b[i b[Yb'_Y]bghY``Yb'gc``Y'' Gw\ `]Y» ']W\ _\ObbY'a Ub '\cW\k Yfh][Yg': 'Y]gW\ a]h'U``gY]bYb'!b\U'hgg\cZZYb Xi fW\Ui g'Ui W\ 'U'g' Gi dYfZccX 'j Yfa Uf_hYb \Zg]W\ < Ubg GhUVUi Yf'g]W\Yf''8UZ\0f' [Y'hY'Yg'U``YfX]b[g\Z'X]Y'?ca dYhYbnYb']a J Yf_Ui Z'ni 'gh\Af_Yb 'i bX'X]Y'?f\A\ZhY'XYg' < UbXk Yf_g'ghfUhY[]gW\ f]W\h]['ni 'V\0bXY'b''5i W\ 'X]Yf'k i fXYb'X]Y'6cbi gZY]gW\Yf'VYfY]hg U_hj 'i bX'ghY``Yb'Z\0f'U``Y']\fY'A]h[']YXYf'Ghfi _hi fYb 'i bX A Uf_Yh]b[!A UhYf]U'ni f'J YfZ\0[i b["

J c b 'j Yf'cW\YbX'V]g'Vf]gUbh

I bX'['Y]W\ '[]b[g'k Y]hYf'ni a 'b\A\W\ghYb'Dfc[fUa a di b_h' 'XYf'VY] XYb'5bk YgYbXYb'Ui Z': fYi XY'gh]Y». ' : fUbn'6f]l bYf\Z@Y]hYf'XYg ; UghfcX]YbghYg'XYf'?UghbYf'; fi ddY\Z'ghY``hY'Y]b'j Yf'cW\YbXYg 9]bgh]Y[gUb[YVch'Z\0f'U``Y'6cbi gZY]gW\Yf'j cf''8Ug : Ua ']'Ybi b\hYfbY\ a Yb'?UghbYf']gh'Ui Z'X]Y'6Y']YZYfi b['j cb < UbXk Yf_ 'i bX'; Ughfc\bc a]Y']b 'C gh\Obg\YffY]W\ 'gdYn]U'g]Yfh'i bX V]YhYh' [\Obgh][Y'?cbX]h]cbYb'Z\0f'UhhfU_hj Y'Ni gUhndfcXi _hY''B UW\ XYa 'A]hhU[YggYb'[]b['Yg'a]h'XYa 'JcfhfU[' Dck Yf'Gc'i h]cb' ' ! 9bYf[]YgdUfYb'ja ' : 'Y]gW\YfVYhf]YV' 'k Y]hYf' 'a]hj]Y'Yb'K ck ! 9ZY_hYb'ja '6Yni ['Ui Z'9]bgdUfi b[gdchYbn]U'Y"

5VYf'f]W\h]['Vf]gUbh'k i fXY'Yg'XUbb'VY]a 'b\A\W\ghYb Dfc[fUa a di b_h'?UggYbX]YVghU\ ``i bX'UbXYfY'6Yh\0[YfY]Yb Xi fW\ 'A]hUfVY]hYf'k UfYb'H\Ya U'XYg'[Ya Y]bgUa Yb'JcfhfU[g'j cb Fc'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 W\ 'U_hi Y``X]YgYg'H\Ya U k]f_']W\ 'gh\Z'ghY``hY'g]W\ 'VU'X'\YfUi g. ' : Ugh'YXYf'XYf'Ubk YgYbXYb : 'Y]gW\Yf'k i gghY'j cb' : \``Yb'Ui g'XYa 'Y][YbYb'! b\hYfbY\ a Yb'ni

VYf]WX hYb" <Ài Z][Y'Ghcfbcg'i bX'd'Òhn]WX Y'YbXYfi b[Yb'a
I a gUhñ'gY]Yb'K Ufbg][bU'Yžgc'X]Y'9I dYfhYb" @ØW_Yb'cgY
, VYfk UWX i b['i bX'X]Y'J Yfk YbXi b['j cb'6Uf[Y'XUi hca UhYb
_ÒbbYb'X]Y'J Yf'i ghY'a]b]a]YfYbžVYhc bHb'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
8 G; JC!6Ygh]a a i b[Yb'VYUWX hYbžXYbb'i bHb'fUbXYfYa ']gh'XUni
Ui WX'X]Y'Ni gh]a a i b['XYf'A]hUfVY]hYf'bchk YbX]["

C b`]bY'U'g'7\UbWX

9]bY'7\UbWX'ZØf'_Y]bYfY'i bX'Ui WX'[fÒ» YfY' < UbXk Yf_gVYhf]YYVYž
Ua 'i WX Yb'XYg'C b]bY!I a gUhñYg'a]hni bUgWX Ybž]gh'X]Y'D'UhñZcfa
a mDfcXi Wñ"Uh"G]Y'k i fXY'&\$-\$- 'j cb'XYb'XfY]: fYi bXYb'H\ca Ug
DcgWX YfžF U]bYf'BYi k]fh\ 'i bX'A]WX UY'GWX fi YZ[Y[fØbXYhž
XUa U'g'k UfYb'[YfUXY'a U'DfcXi _hY'j cb'XfY]i a ']Y[YbXYb
6Yhf]YYVYb']a '5b[YVch' < Yi hY'dfÀgYbh]Yf'X]Y'D'UhñZcfa
, "\$\$\$DfcXi _hY'j cb'fi bX') \$\$'6Yhf]YYVYb'Ui g'[Ubn'2 ghYffY]WX"
9]bYf'XYf'YfZc'[fY]WX Yb'; fØbXYfžA]WX UY'GWX fi YZ'Yf'Ài hYf'Y']b
Y]bYa '_i fnk Y][Yb'J cfhfU['X]Y'A Ò['']WX _Y]hYb'i bX'X]Y'7\UbWX
ZØf'fY[]cbU'Y'DfcXi nYbhYb'" < Yi hni hU[Y'gc''hY'YXYg'DfcXi _h
Ui WX']a 'B Yhn'ni 'Z]bXYb'gY]b'8Ybb'X]Y'a Y]ghYb'?cbgi a YbhYb
gi WX Yb']\fY'DfcXi _hY'VYfY]hg'cb']bY' 'k Ybb'XYf'?i bXY'XUbb']a
B Yhn'XUg'; Yk ØbgWX hY'b]WX h'Z]bXYhž]gh'X]Yg'Ub'g]WX
['Y]WX ni gYhnYbžU'g'cV'XUg'DfcXi _h'[Uf'b]WX h'YI]gh]YfYb'k ØfXY
gc'k Ufbh'XYf'gma dUh\]gWX Y'; fØbXYf'Ui WX']a 'UbgWX']Y» YbXYa
HU'_a]h'XYf'^2 ghYffY]WX]gWX Yb': 'Y]gWX YfnY]hi b["

8 U\Yf']gh'Yg']a a Ybg'k]WX h][ž'gY]bY'DfcXi _hY']a 'B Yhn'ni
dfÀgYbh]Yf' 'i bX'bUhØf]WX'']h'Ui WX'\']Yf' 'Y'dfcZYgg]cbY'Yf'i bX
gWX ÒbYf'X]Y'DfÀgYbUh]cbžXYghc'Y\Yf'k]fX'XYf'?i bXY
Ui Za Yf_gUa " K]f'i bHfghØhnYb'ÒghYffY]WX]gWX Y
< UbXk Yf_gVYhf]YYVY'XUVY]ž']\fY'DfcXi _hY'Ui WX'cb']bY']bg'VYghY
@]WX h'ni 'fØW_Yb'žj Yfgdf]WX h'GWX fi YZ' XUg'ZÀb[h'VY]'[i hYb': chcg
i bX'XYf'f]WX h][Yb'6YgWX fY]Vi b['Ub'i bX'\Òfh'VY]a 'J Yfhf]YV'i bX
XYf'J Yfa Uf_hi b['Ui Z'žgc'XYf'YfZU\fYbY'C b']bYf''I bX'XUgg'g]Y
Y]bYb'[i hYb'xV'a UW YbžVYghÀh][hY'Ui WX'C gg]A Ø\`ghÀhhYfž'XYf
< Yb'_Y'Y'i bX'k Y]hYfY'DfcXi _hY'Ui Z'XYf'D'UhñZcfa '\Uh'i bX'Ài » Yfgh
ni Zf]YXYb'XUa]h'gh'

9g'k Ufž'k]Y '[Yk c\b hž'Y]b 'gY\f']b hYfYggUbhYg'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"; Ub\Y]b]['k Uf
a Ub'g]W\ UVYf']b'XYf'ZYghYb', VYfnYi [i b[ž'XUgg'X]Y'VYghYb
Ni _i bZhgW\ UbW\ b']b'Y]bYf'E i U`]hÀhgczZYbg]j Y'']Y[Yb"

6Ygi W\Yb'G]Y'i bg'Ui Z.'Z'Y]gW\i bXW\c"Uh