

## Wirtschaftskammer Tirol: EXZELLENZ – das Beste für das Unternehmen wollen

Mit einer kostenlosen Exzellenzanalyse speziell für Klein- und Mittelbetriebe können Schwachstellen identifiziert und der Grundstein für ein zukunftsgerichtetes Wachstum gelegt werden.



In der Wirtschaftskammer in Innsbruck bekommt man auch persönlich alle Informationen zu dem Exzellenz - Coaching. © WKT

I b hYfbY\ a Yb 'VY\_ca a Yb '\_cghYb`c gY  
5 b U`mgY 'VY] 'XYf'K ]fhgWUZhg\_Ua a Yf 'H]fc`  
  
9g``]Y[ h]b 'i bgYfYf'8B5ž'g]W 'j YfVYggYfb 'ni 'k c``Yb" 'A YbgWYb  
i bX 'a 'VYgcbXYfYb 'A U» Y 'I bhYfbY\ a Yb 'k c``Yb ``Ui ZYbX ']\ fY  
@Y]ghi b[ 'ghY][ Yfb" 'A ]h'Y]bYf'9I nY``YbnUbU`mgY 'gdYn]Y``'ZØf'?'Y]b!  
i bX 'A ]hhY 'VYhf]YVY '\_ØbbYb 'GWk UWgħY ``Yb ']XYbh]Z]n]Yfh'i bX 'XYf  
; fi bXghY]b 'ZØf'Y]b 'ni \_i bZhg[ Yf]WY hYhYg 'K UWgħi a '[ Y`Y[ h

k YfXYb" K Ug'XYb\_Yb\_X]Y'A ]hUfVY]hYf. ]bbYb'k ]f\_]W\ ØVYf'XUg  
I b hYfbY\ a Ybž]b XYa 'g]Y'UfVY]hYb3'K c'gY\Yb'g]Y  
J YfVYggYfi b[ gdchYbn]U'3'K Y'W\Y'þbcj Uh]cbYb'g]bX'bchk YbX][ 3  
I b hYfbY\ a Yf.]bbYb'i bX': Ø\fi b[ g\_fÀZhY'Z]bXYb'Ui Z'U''X]YgY'i bX  
bcW\ k Y]hYfY : fU[ Yb'Yhnh'Y]bY'5bhk cfh' **9I nY``Ybn** ž'Y]b'Dfc Y\_h  
XYf' **9I dYfh**; **fci dg'K** ]fhgW\ UZhghfU]b]b[ 'i bX'7cUW\ ]b[ 'gck ]Y  
< i a Ub'F Yggci fW\ A UbU[ Ya Ybh]b'XYf': UW\ [ fi ddY'l 6+H'XYf'  
**K ]fhgW\ UZhg\_Ua a Yf'H]fc** "6YfY]hg'ni a 'Xf]hhYb'A U'']b': c'[ Y  
\_ØbbYb'H]fc'Yf'I b hYfbY\ a Yb']a 'NY]hfUi a 'j cb' '5df]'V]g'%'( "A U]  
&\$&' 'Ub'XYf'\_cghYb'cgYb'9I nY``YbnUbU'mgY'hY]bY\ a Yb''A ]h\ ]ZY  
XYf'C b']bY!A ]hUfVY]hYfVYZfU[ i b[ 'k ]fX'X]Y'GHI G]hi Uh]cb'XYg  
I b hYfbY\ a Ybg'Ub\UbX'j cb' '\$: fU[ Yb'YfØfhYfh'9I nY``Ybn!  
7cUW\Yg'VY[ 'Y]hYb'XYb'DfcnYgg'i bX'ghY\Yb'VYfUhYbX'ni f'GY]hY"

## A ]h'bi f'k Yb][ Yb'?']W\g'ni a 'N]Y`

8 ]Y'5ba Y'Xi b[ 'YfZc'[ h'[ Ubn'Y]bZUW\ ØVYf'  
**k k k "YI nY``YbnYbhk ]W\Y'b"cf[ #h]fc** "XYg'I b hYfbY\ a Yb'\Uh  
X]Y'A Ø[ 'W\ \_Y]hž]bX]j ]Xi Y''Y]bYb'7cUW\Ui g'XYa'9I dYfhYbdcc'  
Ui gni k À\`Ybž'XYf'X]Y'6YZfU[ i b[ 'VY[ 'Y]hYh'@ '5bgW\i gg'Ub'X]Y  
5ba Y'Xi b[ 'Yf\À`h'XYf'6Yhf]YV'Y]bYb'@b\_ ni f'C b']bYVYZfU[ i b[ "  
I b\_ca d`n]Yfh'i bX']b'a UI ]a U'%'A ]bi hYb'\_ØbbYb'X]Y  
A ]hUfVY]hYf.]bbYb'XYb': fU[ YVc[ Yb'Ui gZØ``Yb"; Y[ YbghUbX'XYf  
5bU'mgY'V]XYb': fU[ Yb'ni'XYb'H\Ya Yb'DYfgcbU'ž'K YfhYž'A Áf\_hYž  
GhfUhY[ ]Yž'þbcj Uh]cbž'DfcnYggY'i bX' 9I nY``Ybh: Ø\fYb "GcVU'X  
X]Y'9f[ YVb]ggY'j cf']Y[ Ybž'k YfXYb'X]YgY']a '6YfUh b[ g[ YgdfÀW\  
a ]h'XYa'7cUW\ fYZY\_h]Yfh'i bX'<UbX'i b[ gYa dZY\i b[ Yb  
UV[ Y'Y]hYh'5a'9bXY'Yf\À`h'YXYg'I b hYfbY\ a Yb'Y]bYb  
9f[ YVb]gVYf]W\ h"

## 8 ]Y'DfUI ]g']gh'YfZc'[ j YfgdfYW\ YbX

<sup>2</sup> ghYffY]W\ g'YfghY' **6]c!6`i a Yb[ ÁfhbYfY]GY]XYa Ubb'** \Uh]a  
`YhnhYb'Ù\ f'Ub'XYf'9I nY``YbnUbU'mgY'hY][ Ybca a Yb'i bX'gY]h\ Yf  
j ]Y'Yg'ni a 'Dcg]hj Yb'j YfÀbXYfh' 8i fW\ X]Y'9I nY``Ybn!6YZfU[ i b[  
\UVYb'k ]f'k ]W\ h][ Y'9]bV'W\Yž'hY'g'a ]h'J YfVYggYfi b[ gdchYbn]U'ž  
hY'g'UVYf'Ui W\ U'g'6YghÀh][ i b[ 'ZØf'XUg'Ui g[ YnY]W\ bYhY  
A ]hY]bUbXYf'Yf\U'hyb'ž'ZfYi h'g]W\ 9fk ]b'GY]XYa Ubbž'9][ YbhØa Yf

XYf'6]c[ ÁfhbYfY]`GY]XYa Ubb"8]Y'5i gk Yfhi b[ Yb`\Uh`XUg  
: Ua ]`]Ybi bhYfbY\ a Yb`U`g`7\UbW\ ni f`K Y]hYfYbhk ]W\_`i b[  
[ Ybi hnh` K ]f`\_ÒbbYb`bi f`Ya dZY\`Ybž`XUgg`j ]Y`Y`6Yhf]YYVY  
a ]ha UW\Ybž`i a `]f`Y][ YbYg`DfcZ]`Ui g`G]W\h`XYf`A ]hUfVY]hYf.]bbYb  
ni `VYhfUW\hYb"9]bYb`[ fc» Yb`8Ub\_`a ÒW\hYb`k ]f`XYf  
XYb`[ Yk cbbYbYb`9f\_Ybbhb]ggYb`k Y]hYf\]b`Ub`i bgYfYf  
DYfZcfa UbW\`UfVY]hYb"

I b hYfbY\ a Yb`]b`F ]W\ hi b[ `Ni \_i bZh`Yb`Yb

8Ug`Dfc`Y\_h` 9I nY``Ybn `Yfa Ò[ `]W\h`I b hYfbY\ a Yb`Y]bY  
K Y]hYfYbhk ]W\_`i b[ `XYf`Cf[ Ub]gUh]cbggfhi \_hi fži a `XYb  
k UW\gYbXYb`5bZcfXYfi b[ Yb`Ua `A Uf\_h[ YfYW\h`ni `k YfXYb"8i fW  
9]bVYni [ `XYf`A ]hUfVY]hYf.]bbYb`\_ÒbbYb` : Ø\fi b[ g\_ca dYhYbnYb  
Ui g[ YVUi h`i bX`X]Y`@Y]ghi b[ gZÀ\][ \_Y]h`XYg`6Yhf]VVYg`[ YghY][ Yfh  
k YfXYb"5``Y`7cUW\Yg`ghY``Yb`]\fY`9I dYfh]gY`]a `F U\ a Yb`XYf  
9I nY``YbnUbU`mgY`\_cghYbZfY]ni f`J YfZØ[ i b[ ž`XYbb`g]Y`a ÒW\hYb  
9I nY``Ybn`U`g`k YgYbh]W\Y`@Y]hj cfghY``i b[ `ZØf`\Y]a ]gW\Y  
I b hYfbY\ a Yb`YhUV`]YfYb"

6Ygi W\Yb`G]Y`i bg`Ui Z`Z`Y]gW\i bXW\`U`h