



We give fresh impetus to those who think outside of the box, as continued development can only succeed by focusing on the individual. Overcoming challenges by one's own efforts and taking advantage of all the opportunities around us can change our lives and the world.

Our Goal: Your Goal

Further education, organisational development and change management for individuals and their companies, for organisations and associations – these have been our core competencies for 70 years.

We primarily support individuals from rural areas, from agricultural and food sectors, using empathy, methodical and technical expertise. We have made it our goal to take care of your needs, your success, your fulfillment and your continued development.

Our Areas of Expertise:

Personality Development

A strong personality forms the foundation for personal and entrepreneurial success

The Future of Associations

Meet and master challenges in association work in order to actively shape the future

Entrepreneurship

Shape entrepreneurial ideas, set priorities and implement your plans in order to be successful – and happy – in the long term

Organisational Development

Optimise organisational structures and improve communication culture to reduce friction and increase productivity

Leadership and Management

A motivating environment is vital to create space for solutions and innovations and enable entrepreneurial thinking

Public Relations Work

Good communication is the key to networking people with differing perspectives and interests and engaging them in dialogue

Developing Rural Areas

Develop holistic ideas together with people from rural areas and set the agenda for today, tomorrow and the next day

International Cooperation

Organisational development, leadership and entrepreneur training for member-based farmers' organisations in Eastern Europe, Asia and Africa

We Offer:

Training, Seminars and Workshops

Working with highly qualified trainers
on topics that are relevant to you

Conferences and Events

New inspiration for your organisation,
your company and your projects

Advisory Service and Coaching

Meeting your personal challenges
in order to develop projects and
realize ideas

Dialogue Formats

Providing scope for different stances
and interests in order to engage in
dialogue with one another

Presentations

Gaining sound insights thanks to
our experts

Certified Qualifications

Certified training courses and
continuing education that go far
beyond the norm





Personality Development, Leadership and Management

In order to fully exploit your potential in all areas, you need a strong personality and a realistic, honest self-image. You need to be socially competent and yet autonomous, able to open up and expand your boundaries. With inner strength and good health, you can overcome challenges and crises and take on management tasks.

We offer you:

- A TOP course – strong personalities for complex agricultural worlds
- Individual leadership training and coaching
- Training as a systemic coach
- Training as business trainer and moderator
- Certified training for advisers
- In-service MBA in Agricultural Management
- Sales training, including strategic support
- Training to qualify as a Quality Management Representative or Internal Auditor (certified by the Deutsche Gesellschaft für Qualität and the European Quality Award)

Contact:

Dr. Andreas Quiring, Katrin Mehner, Matthias Mehner, Marietheres Förster



Entrepreneurship

As an entrepreneur, you can constantly improve your business – new ideas are rarely in short supply. Efficiency can be increased, profits optimised. Yet, it is also about purpose and value creation, health and sustainability. Even if in our opinion an imperfect start is preferable to waiting around to achieve perfection, it is still important to check whether the ideas match your company, yourself and your family.

We offer you:

- Entrepreneur training series b|u|s and b|u|s plus
- b|u|s international
- (Master) trainer courses b|u|s international
- Qualifications, accompaniment and networking for start-ups
- Unternehmerinnen-Fachgespräch (UFG) – a female entrepreneurs' symposium
- Tailor-made, entrepreneurial training courses specific to a target group
- b|u|s Fest – the annual alumni meeting for entrepreneurs and b|u|s graduates
- Individual coaching

Contact:

Matthias Mehner, Katrin Mehner, Mareike Meyn, Fatma Bouchareb, Marietheres Förster



Developing Rural Areas

We involve politics and associations, science and above all those individuals concerned to work with us on rural development. We translate the topics of today, tomorrow and the next day into dialogues and fresh impetus in order to give people in rural areas a powerful voice. We are convinced that rural areas will see themselves in a new light and become real winners thanks to the engine of digital change.

We offer you:

- Platform for rural areas
- Topic management
- Future forum on rural development
- Future trends and specialist dialogues
- Different formats focused on start-ups
- Seminars for mayors and town hall teams
- Consultancy training for regional consultants and those involved in the European Innovation Partnership (EIP)
- Presentations
- Contributions to technical and political discussions



Contact:

Marika Puskeppeleit, Mareike Meyn, Marietheres Förster



The Future of Associations

If associations did not exist, entire industries would have less clout. Associations are an important part of our society and an expression of our democracy, because they allow every individual to participate and contribute. We therefore support associations in actively shaping their future. In doing so, we focus on full-time employees and elected representatives, as well as on internal structures and challenges in political and public spheres.

We offer you:

- Professional stimuli addressing megatrends and digital change as drivers of change
- Workshops on individual continued development and sustainability
- In-house and public personnel development offerings
- Developing strategies for member retention and recruitment
- VTP – the essential training for association management
- Annual symposium #ZunVd on the future of associations
- Collaborative mechanisation in Africa

Contact:

Katrin Mehner, Marika Puskeppeleit, Dr. Andreas Quiring, Nicole Bolomey



Public Relations Work in Agriculture

Agriculture can be viewed from many perspectives. Communication with, on and in agriculture and the food industry is therefore very diverse. As an independent educational institution, we have the best conditions for giving dialogues suitable formats: we reflect together with our dialogue partners, provide communication methods and network people from different industries with varied interests and perspectives.

We offer you:

- Design-thinking processes, i.e. radars on future trends
- Dialogue formats such as #2B1D
(industry dialogue between the dairy business and journalists)
- Coach-dialogue-agriculture training courses
- Representation at International Green Week Berlin (IGW)
- Presentations on current issues and topics
- Social media workshops
- Promoting young people in the countryside, e.g. via the TOP course

Contact:

Marietheres Förster, Katrin Mehner, Mareike Meyn, Maren Ziebarth



International Cooperation

Together with the German Farmers' Association, we are strengthening member-based farmers' organisations in Africa, Asia and Eastern Europe in their professionalism, member focus and financial autonomy. We offer exchanges with experts, organisational development, leadership training and skills development in the field of lobbying & advocacy and sustainable association management. We work with national and international partners and are part of the AgriCord network.

We offer you:

- Ways to strengthen farmers' organisations, particularly national and regional associations and umbrella organisations
- Promotion of youth associations
- Training courses and continuing education for trainers and master trainers
- Entrepreneurship for farmers
- Internship exchanges and study tours
- Use of digital tools in agriculture
- International exchange among associations under the umbrella of the World Farmers' Organisation (WFO)
- Strengthening associations' influence over trade policies
- Involvement of civil society organisations from the farming sector in development cooperation
- Support in setting up academies

Contact:

Nicole Bolomey, Philipp Conze-Roos, Andreas Quiring

Our Team

Personal relationships are important to us, because solutions are only sustainable when we develop them together with you. Just give us a call or send us an e-mail.



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Our Trainers

Our trainers are not just purveyors of information, but rather solution-oriented facilitators enabling people and organisations to develop.



Birgit Arnsmann



Andreas Artmann



David Bermudez



Jürgen Beyer



Dr. Wolfgang Bischoff



Dr. Anton Bojanovsky



Paul Börger



Brigitte Braun



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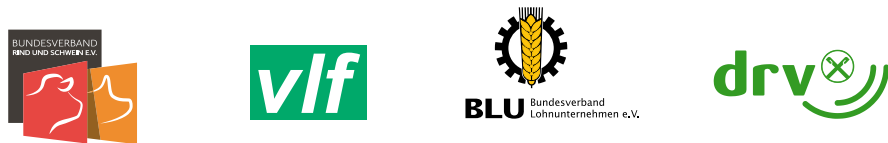


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