

BUTTING Akademie First “Flipper Forum for staff development” went very well

From 12-14 September 2010, the first “Flipper forum for staff development” took place as a cooperation project involving xpend and the BUTTING Akademie in Knesebeck castle.

The three-day event focussed on an intensive exchange on interdisciplinary subjects relating to the development of people and companies.



9 international senior trainers and business coaches contributed their know-how and experience to the event. The forum centred not only on brief impulses and plenary talks, but also on so-called flipper modules.

For these, participants selected from among several parallel offerings their favourite which best met their needs, and thus designed their individual route through the programme. Whether they were after an exchange of experience, advice from colleagues, individual coaching talks, case studies, short training units or workshops – thus it was possible to satisfy personal interests and expectations in an ideal way. The specific subjects were studied intensively in small groups and related to people’s personal situation.

Participants enjoyed this new form of activity: “The atmosphere was really inspiring, you could open up very quickly – not only for the academic input, but also personally. The exceptional quality of the speakers, the environment, the food – all in all a very enriching event.”

The cultural highlight was the evening event “Synthesis – Vibrant Arts”, where three pictures by contemporary artists were interpreted live by four musicians and during the evening a painting was even completed before the participants’ very eyes by the Scottish artist Ronnie Ford. The painting reflects the famous artist’s perspective on the corporate culture at BUTTING and on Knesebeck castle as a unique and inspiring meeting-place.

BUTTING – Progress by Tradition