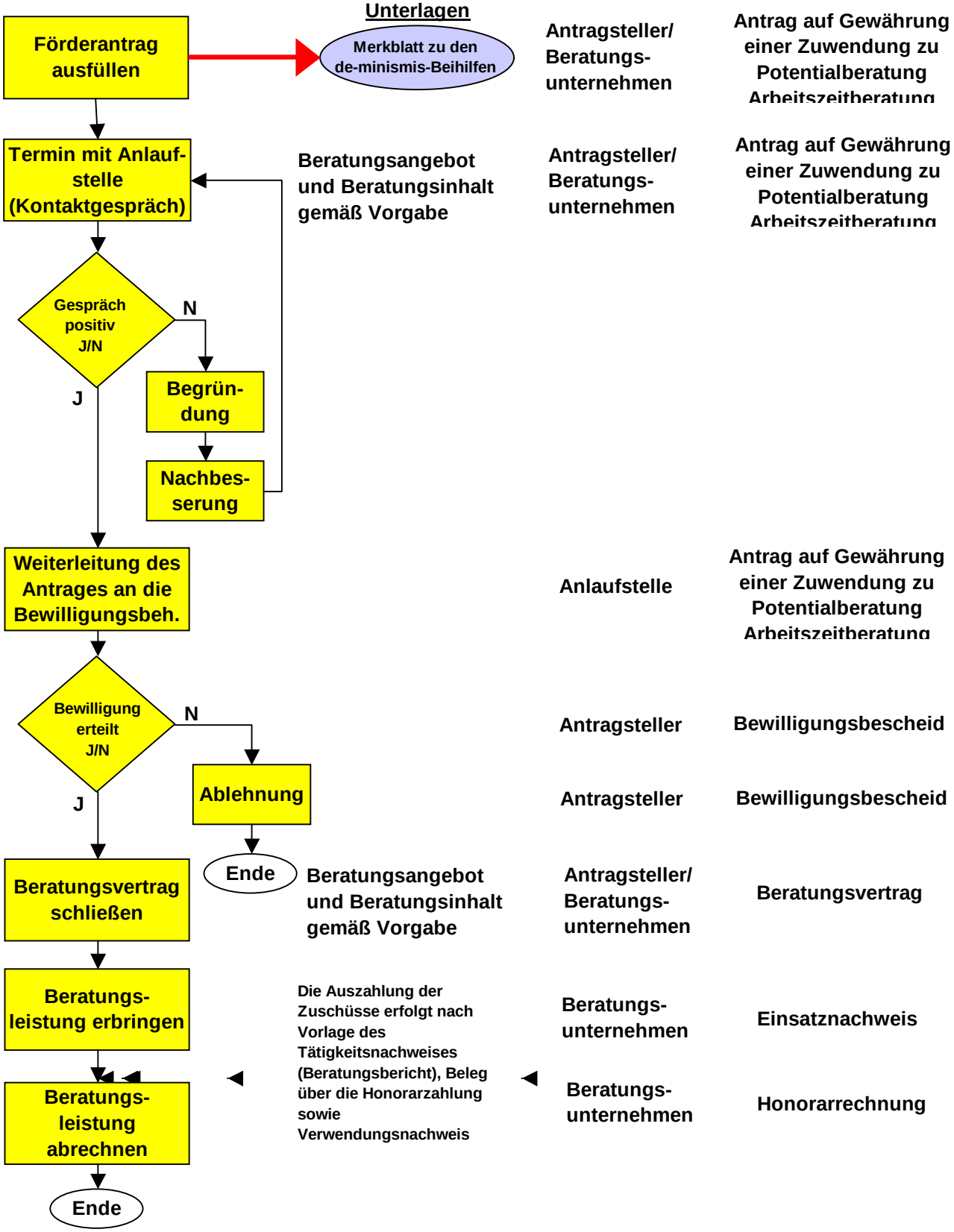Ablauf Potentialberatung