

THE EUTOP ACADEMY

*A talent factory delivering excellence
to our clients*



Arne Leimenstoll

*has been director of the EUTOP Academy
since October 2021, which makes him responsible for all
of the training and development of customer-facing staff.*

We've always aimed to develop the skills and potential of our staff as effectively as possible, and to match them to the profiles we require in our business. Every year, as part of our internal quality review, we check whether and how our existing structures can be made even better. This is the context in which, in 2021, we decided to fundamentally enlarge our training and education programme once again. We're not starting from scratch, of course. In recent years, we established two major pillars for training consultants at EUTOP. And they've proven successful: Basic Training and the OnePager®-Degree. In 2022 these two pillars were joined by a third, the PSGR®-Degree, and all three were brought together within the EUTOP Academy.

Basic Training: Each new member of staff begins their career with the EUTOP basic training. This is where we teach everything about the company's structures, processes and values. New staff are also familiarised with tools specific to EUTOP, which make daily work easier with our client teams. These include the OnePager®-Architect, a digital tool which encompasses all of the OnePager®-Knowledge and enables the systematic application of our OnePager®-Methodology. But basic training includes our staff's personal development as well. Working with our personnel and personality development partner, we've developed a sophisticated concept for imparting and promoting leadership skills.

OnePager®-Degree: We introduced the OnePager®-Degree (OPD) in 2018. The correct and systematic application of our OnePager®-Methodology is at the heart of all our work with our clients. And at the heart of every good OnePager® is a coherent, convincing argument addressed to a decision-maker, including a proposed solution, this being the result of a successful change of perspective. Every OnePager® is unique, every OnePager®-Author an indispensable expert. Training as a consultant is augmented by participation in OPD modules to ensure that our high quality standards are met.

PSGR®-Degree: Process support competence (PSGR®) is essential for the successful representation of interests. We have built up a huge wealth of knowledge and experience over the decades. We introduced the PSGR®-Degree in 2022 to ensure that all of our staff could benefit equally from all this experience. The skills and expertise required to support processes successfully are taught in specially developed modules. Our first cohort of staff graduated with PSGR®-Degrees in September 2022. With the EUTOP Academy we have created a training and further education programme that is unique on the market. By carefully promoting skills and talent and by positioning staff and managers exactly as needed, we're constantly refining the quality of our work for the benefit of our clients. This is one of the main reasons why we represent our clients' interests so successfully.



Helen Meyer
Junior Consultant
EUTOP Berlin

“The interactive training concept helped me to develop my personal and professional skills and potential. The various modules and seminars prepared me really well for the company’s particular requirements and the high standards of quality that are expected in our client work. In the modules on the executive and legislative branches in particular, the EUTOP Academy imparted procedural knowledge that’s of considerable value for my daily work with clients.”



Steffen Bartsch
Junior Consultant
EUTOP Berlin

“The EUTOP Academy’s thorough training and development programme has been an indispensable aspect of my personal development as a successful consultant. It offers a comprehensive toolkit for analysing political environments correctly and deriving accurate strategic decisions. The customer and project management modules were especially beneficial, because I profited from the experience of long-standing EUTOP staff.”



Valerie Kainberger
Consultant
EUTOP Brussels

“The EUTOP Academy perfectly augments a practical introduction to a successful career in consultancy. EUTOP’s lecturers possess unusual hidden knowledge on processes at the European Parliament and Commission, which enables me to deepen the experience I’ve already gained from my studies and career and feed it straight into my work with my clients.”

EUTOP Academy

Basic Training **ORIENTATION** **KNOWLEDGE**

- Corporate values
- Structures, processes and tools for everyday use
 - Personality development (Leadership skills)

OnePager®-Degree **METHODOLOGICAL** **KNOWLEDGE**

- How the OnePager®-Methodology works
- Training in perspective change competence
- Argumentation skills in OnePager®-Creation

PSGR®-Degree **ACTION-ORIENTED** **KNOWLEDGE**

- Scientific approaches and process knowledge
- Strategy development and implementation
- Customer-oriented mediation of process competence

The three pillars of EUTOP Academy’s development programme