



# Juraj Studeník,

Partner AJG Consulting,

Chief Business Officer of JENEWEIN GROUP



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**AJG Consulting is connected with the word “innovation”. What has consulting got in common with innovation?**

Even though it is not standard in most consultancy companies, consultancy and innovation have almost everything in common. Consultancy is an activity that has to be developed together with the client's needs; therefore it is necessary to constantly develop current approaches and methodologies. It is a necessary not just to know how to monitor new trends, but also how to analyze them. The right elements have to be identified and consequently new impulses have to be transformed into real consultancy practice. All the clients need to appear more attractive and our job is to develop solutions that would positively differentiate them from their competition and which will not become just a temporary issue but an essential part of their philosophy. Clients contact us mostly when they are dealing with an insufficient effectiveness, with an ineffective set up of their management structure, or when they plan to re-vitalize strategic aims inside or outside the company. Without an innovative approach we would not be able to react to 99 percent of our requests.

*Current dynamics and a competitive environment requires the constant monitoring of world-wide trends and new information. Connection discussed with Juraj Studeník, partner of AJG Consulting and Chief Business Officer of JENEWEIN GROUP whether this approach is more inevitable in the consulting business than in other areas.*

**Have such innovations led to a change of services' portfolio provided by AJG Consulting?**

Significantly. Besides our standard solutions in Management Systems Consultancy, we have recently paid attention to Change Management, a complex service providing a stable basis for the most important changes in companies. It is the most complex form of Management Consultancy and through these services we are able to fully demonstrate the potential of an innovative approach in consultancy. A significant part of our activities remain focused upon EU Consultancy services, especially those providing Technical Assistance solutions for Managing Authorities which are in charge of Structural Funds implementation. We are one of the few who are able to support their unique know-how with a strong position in Brussels. We provide a complex advisory to the clients from the private and public sector within Public-Private Partnership projects. Our detailed specialization and long-term experience is highlighted by the provision of complex solutions, focusing on the design and development of CSR and Corporate Culture strategies that significantly differentiate our portfolio from those of our competitors.

**You are talking about innovations on the client's side, how are you dealing with innovations in your own company?**

Our main motto is “Creating Growth through Innovation”. AJG Consulting acts under the wings of our strategic holding company the JENEWEIN GROUP. These activities are conducted in tandem with other global consulting brands – AMROP HEVER, with a focus on; Executive Search, Board Advisory Services, Management Audit & Human Capital Consulting and FIPRA with a focus on Public Policy & Regulatory Advisory and Strategic Government Relations. Within the JENEWEIN GROUP's objective not to lose the innovative approach and always deliver something above

the client's expectations, we have established the Business Innovation Practice (BIP). The main goal of BIP is to relay global innovations from all business fields into real consultancy solutions.

**In 2004, you were the first Slovakian consultancy to open an EU office in Brussels. How are you getting on in the European Capital?**

We have been active in Brussels for almost ten years – either as an accredited lobbyist to the European Parliament, or as members of the relevant EU institutions and think-tanks. During this time we have successfully accomplished many consultancy and lobbying projects and we have become a prominent player in relation to the EU Institutions and their structures. This year our activities in Brussels have reached a completely different level. We have become a global player as we have integrated our Public Policy and lobbying services portfolio with the FIPRA Group – Europe's leading public affairs consultancy, specializing in advice on political and regulatory issues. This merger has created further opportunities to strengthen our portfolio and enabled the territorial expansion of our services. From now on, FIPRA Slovakia is the entrance gate to the Western Balkans. Our office in Brussels has become a part of the FIPRA Group's EU representation in Brussels, responsible for the coordination and advocacy of a whole group of clients' interests towards the EU Institutions. Within the JENEWEIN GROUP, using all our know-how and resources we are able to provide our clients with a unique combination of services which will help them to capitalise upon every single market opportunity to develop their businesses. Our innovative approach and tailor-made solutions allow us to deliver the highest standards in the field of Management Consulting, EU Consultancy, Investment Advisory and Strategy Planning.

Jana Hyžová

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