

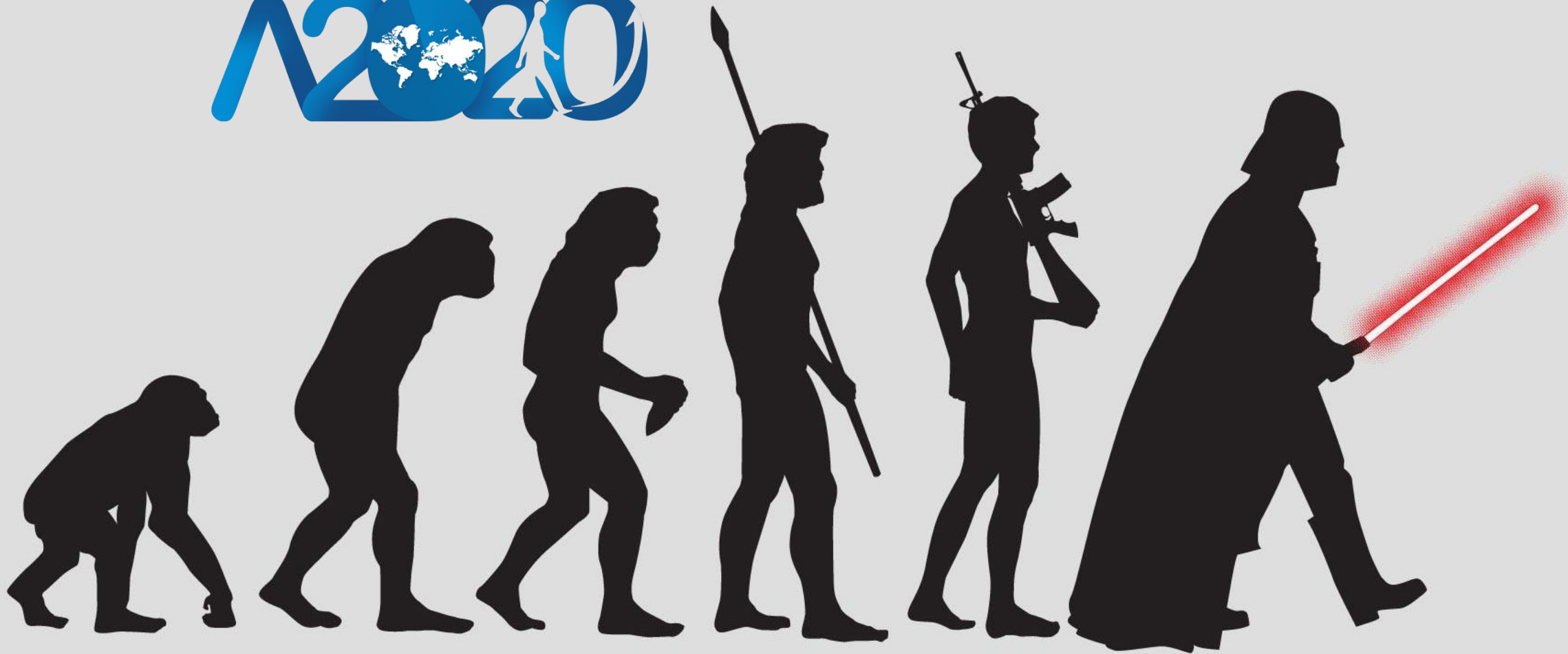
A photograph of a train station platform during sunset. The platform is covered by a dark, arched roof structure. The tracks recede into the distance, where a bright sun is setting, creating a strong lens flare and illuminating the scene with a warm, golden light. The platform has a tactile paving strip along the edge. The sky is a pale blue, and the overall atmosphere is serene and quiet.

2020 is here!

ANN & DASHA

2016

A2020







**WE ARE A YOUTH LEADERSHIP MOVEMENT**



**SHAPING WHAT WE DO  
AROUND WHAT THE  
WORLD NEEDS**



**BEING ACCESSIBLE  
EVERYONE  
EVERYWHERE**



**GROW  
DISRUPTIVELY**

+610

+1395

TERM	X RE	Growth
14 15	2125	(+7)
13 14	2118	(+170)
12 13	1948	(+273)
11 12	1675	(+160)
10 11	1515	(+799)
09 10	716	(+317)
08 09	399	(+206)
07 08	193	(-21)
06 07	214	(+47)
05 06	167	(+43)



**CUSTOMER FLOW IS THE FIRST STEP  
TOWARDS 2020!**



# ATTR

STRANGER

VISITOR

OPEN

- HE GETS TO KNOW ABOUT AIESEC THROUGH DIFFERENT CHANNELS: SOCIAL MEDIA, WEBSITE, ON GROUND MARKETING (CLASS VISITS, FLYERS, BOOTHS)
- HE IS GOING THROUGH LOTS OF OPPORTUNITIES. HE SIGNS UP (WHICH CONVERTS CUSTOMER PROFILE TO LEAD)

CLICK APPLY

- ONLINE MKT
- SOCIAL MEDIA ATRRACTION
- ON-GROUND MARKETING
- PRMOTION MATERIALS (VIDEOS, FLYERS, BOOTHS, ETC.)
- PROVIDE EMAIL SUPPORT

- POSTING OPPORTUNITIES (S&S: 2,4,5,6,10,11)
- CHECK APPLICATIONS.
- PRODUCT IMPROVEMENT.
- JD CLARIFICATION
- VALUE PROPOSITION PRESENTATION - STORY TELLING, TESTIMONIALS
- PARTNERSHIP BUILDING

- FIRST INTERACTION WITH AIESEC GETTING IN TOUCH WITH AIESEC DUE TO REFERRALS
- STRATEGIC ALLIANCES
- EXPECTATION SETTING - CORRECT VALUE PROPOSITION UNDERSTANDING
- BROWSE AVAILABLE PROFILES
- 1<sup>ST</sup> MEETING

# CONS

LEAD

ACCEPTED

IN PROGRESS

- HE IS LOOKING FOR THE ANSWER FROM THE OPPORTUNITY MANAGERS, APPLYING, PREPARING FOR INTERVIEWS.
- HE GOES THROUGH REJECTIONS OR NO ANSWER, MAKES DECISION WHICH EP AN TO SIGN
- HE GETS CONTACTED BY SENDING ENTITY
- HE IS MAKING A PAYMENT AND SIGNING CONTRACT WITH SENDING ENTITY
- FINAL APPROVAL

GET ACCEPTED BY EP/OPP MANAGER

- MANDATORY CONTACT.
- INTERVIEW BY SENDING ENTITY.
- CALLING EP TO MAKE SURE THEY SIGN THE ACCEPTANCE NOTES.
- APPROVE SHORTLISTED EPS.
- PAYMENT AND CONTRACT SIGNING.

- SHORTLISTING AND REJECTING APPLICATIONS.
- INTERVIEW WITH COMPANY (GIP)
- FOLLOW-UP COMPANIES FOR FINAL DECISIONS.
- APPROVE SHORTLISTED EPS.

- AGREEING ON TIMELINE
- REINFORCE VALUE PROPOSITION AND ROLE OF COMPANY IN DEVELOPING LEADERSHIP POTENTIAL
- SHORTLISTING OF CANDIDATES
- COMPANY SELECTION
- COMPANY REJECTS
- COMPANY INTERVIEWS

# VD

CUSTOMER

APPROVED

REALIZED

- HE GOES THROUGH ALL FORMALITIES LIKE VISA
- HE IS GETTING TO KNOW THE INFORMATION ABOUT PICK UP, HOSTING, ENTITY ETC.
- HE IS ATTENDING OPS
- FLIGHT, PICK UP

1<sup>ST</sup> DAY OF WORK

- HE IS INVOLVED WITH AIESEC COMMUNITY (LC & EPS) AND GOES THROUGH IPS
- HERE IS WHERE THE MAGIC HAPPENS!

1 DAY AFTER END DATE

- DOCUMENTS
- DELIVERY OF OPS
- CONSTANT FOLLOW UP

- PICK UP
- HOST FAMILY/BUDDY INTRO
- DELIVERY OF IPS
- ASSISTANCE
- DOCUMENTATION RELATED TO PLACEMENT

- EXPECTATION SETTING (BETWEEN COMPANY AND EP)
- COMPANY PREPARATION BOOKLET
- COMPANY INVOLVEMENT TO IPS
- SPECIFICATION OF JD
- DOCUMENTATION RELATED TO PLACEMENT
- INTRODUCTION TO COMPANY, REGULAR FEEDBACK,

# B ADV

PROMOTER

COMPLETE

- HE IS FLYING BACK HOME
- HE WANTS TO GIVE AND RECEIVE FEEDBACK
- HE SHARES THE EXPERIENCE THROUGH NPS, OTHER SHOWCASING STRATEGIES AND TO FRIENDS/FAMILY
- HE ATTEND REINTEGRATION SEMINAR

- DELIVERY OF RE-INTEGRATION SEMINAR (S&S 16).
- GATHER EXPERIENCES FOR SHOWCASING.
- GUIDE RETURNEES TO TAKE MORE OPPORTUNITIES OR GO TO LLC.

- EVALUATE STANDARDS ACCOMPLISHMENTS FOR PRODUCT DEVELOPMENT
- IMPROVEMENT. BASED ON FEEDBACK
- EXPERIENCE EVALUATION + NPS SURVEY ANALYSIS
- SHOWCASING AND RE-INTEGRATING THE EP

- EXPERIENCE EVALUATION
- INTERN PROVIDING INSIGHTS TO COMPANY
- RE-RAISING OPPORTUNITY

CUSTOMER

AIESEC

ENABLER

ATTRACTION

CONSIDERATION

VALUE DELIVERY

BRAND ADVOCACY

CUSTOMER

AIESEC

ENABLER



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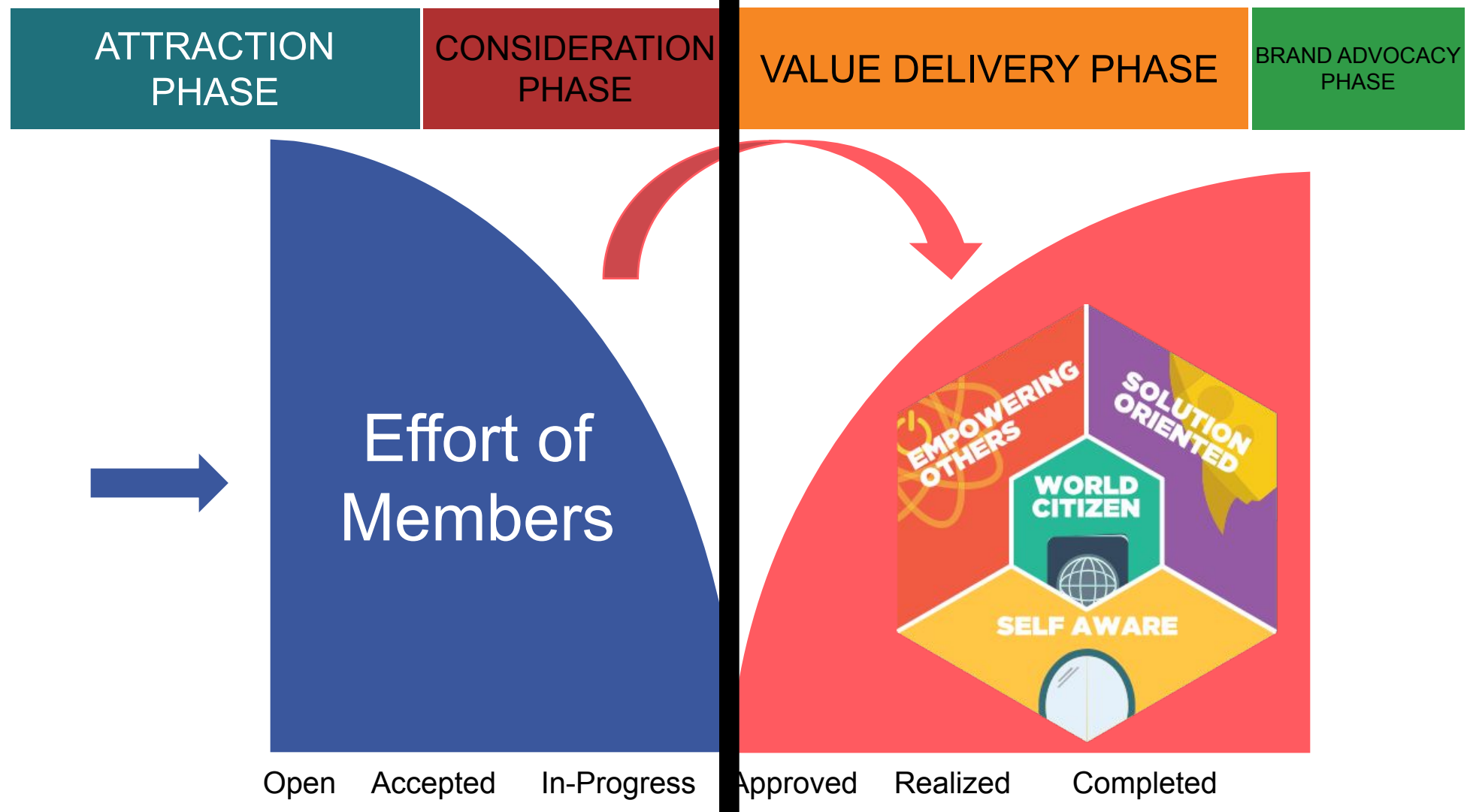
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CUSTOMER

AIESEC

ENABLER







WHAT IS THE BASIS?

WHAT'S STAYING THE  
SAME?



why



# HOW

 HOW

WE PLACE OUR  
**CONFIDENCE**

IN  
*Youth*

AS THE KEY TO UNLOCK A  
**BETTER FUTURE.**

WE BELIEVE THAT  
**LEADERSHIP**

IS THE  
*Fundamental  
Solution*

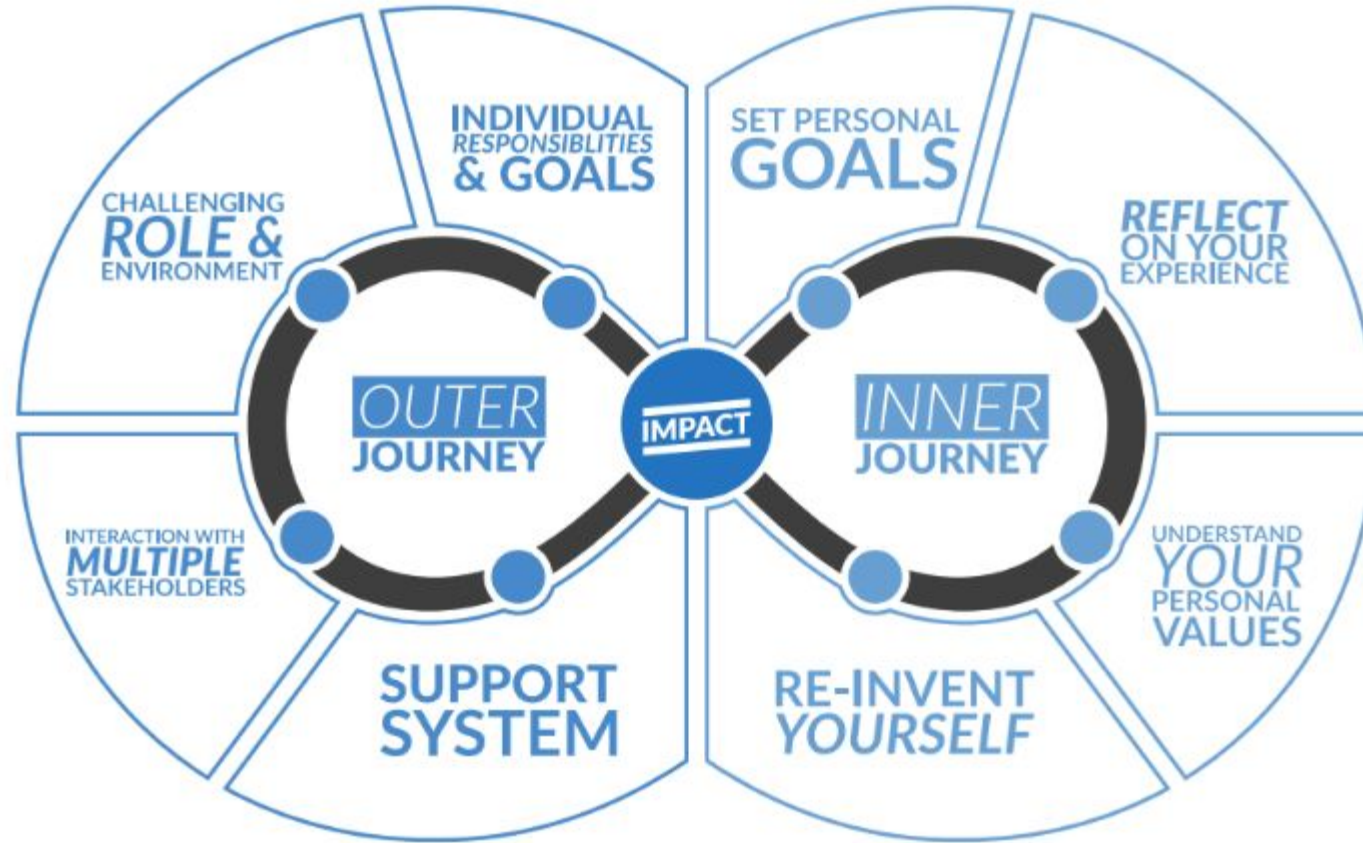
AND IT CAN BE DEVELOPED IN ANYONE.

what





# INNER & OUTER JOURNEY



# LDM



CAN YOU IMAGINE WHAT HAPPENS TO THE WORLD WHEN WE

*Engage*  
&  
*Develop*  
EVERY

**YOUNG  
PERSON?**



# Aiesec 2010



A night-time photograph of a dense city skyline, likely New York City, featuring numerous skyscrapers and illuminated buildings. The word "future" is overlaid in white text in the upper right quadrant.

future



dream



31<sup>st</sup> of December 2016

How do you imagine your LC?

Which changes do you want to bring to LC?

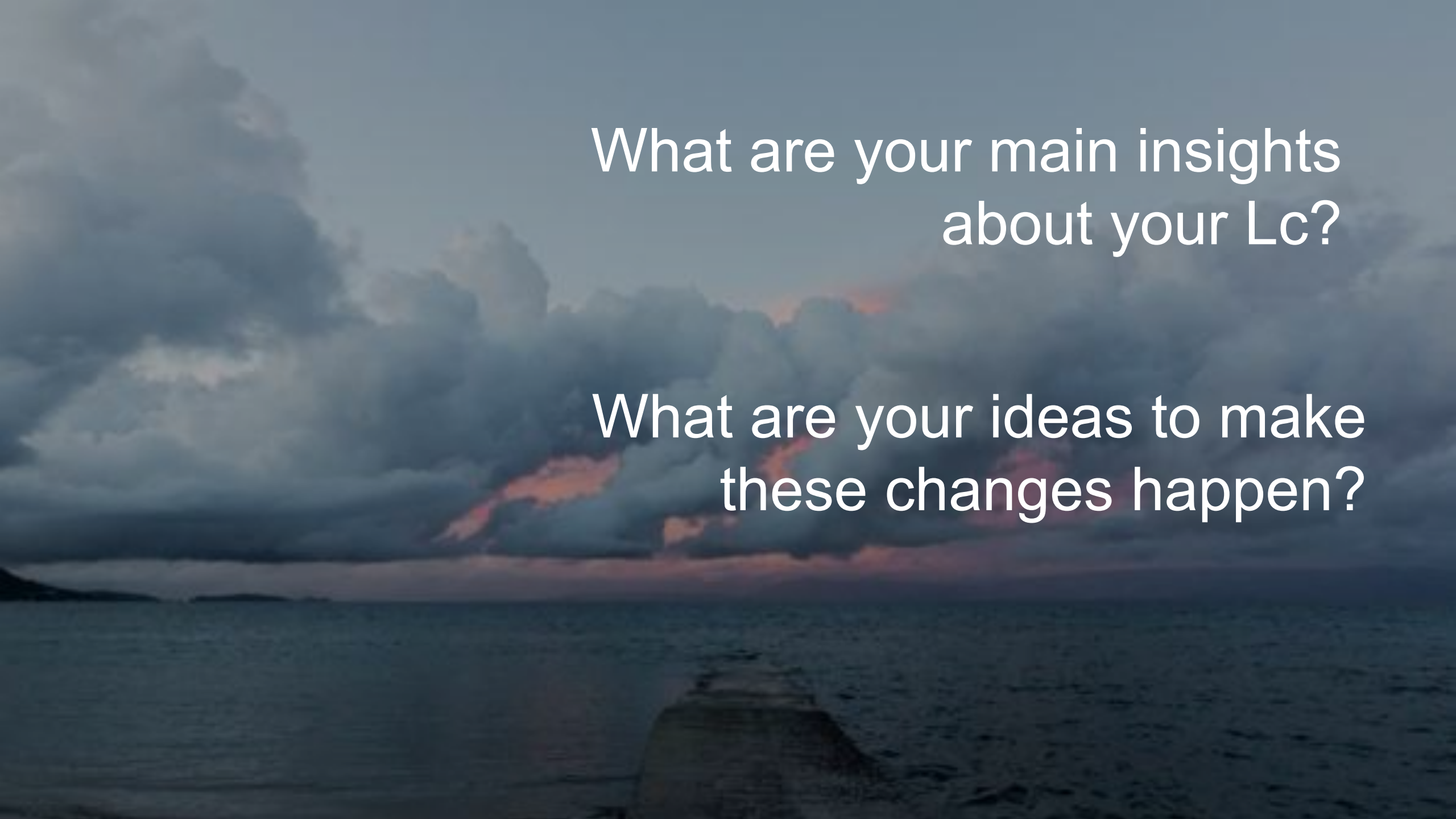
Imagine you meet your interns, what they are  
saying to you ?

How many members do you have in your lc?  
**HOW YOUR PROJECT CONTRIBUTED IN THE  
LC?**

# Sit in your IcS

## Sharing time



A dramatic sunset or sunrise over a body of water. The sky is filled with large, dark, textured clouds. A thin layer of orange and pink light is visible just above the horizon line. In the foreground, a large, dark, rounded rock sits in the water. The overall mood is contemplative and serene.

What are your main insights  
about your Lc?

What are your ideas to make  
these changes happen?

A dramatic seascape at sunset or sunrise. The sky is filled with large, dark, textured clouds, with a hint of orange and pink light from the sun low on the horizon. The sea is dark and choppy. In the foreground, a large, dark rock juts out from the water. The word "actions" is overlaid in a large, bold, red, lowercase sans-serif font, centered horizontally and partially overlapping the clouds and the sea.

actions



A low-angle, rear-view shot of a person walking on a grassy field. The person is wearing dark blue jeans and orange-brown leather boots with white socks. The ground is covered in dry grass and fallen leaves. In the background, there are blurred trees and a fence. The overall tone is warm and contemplative.

What will be your next steps for  
the better Ic?