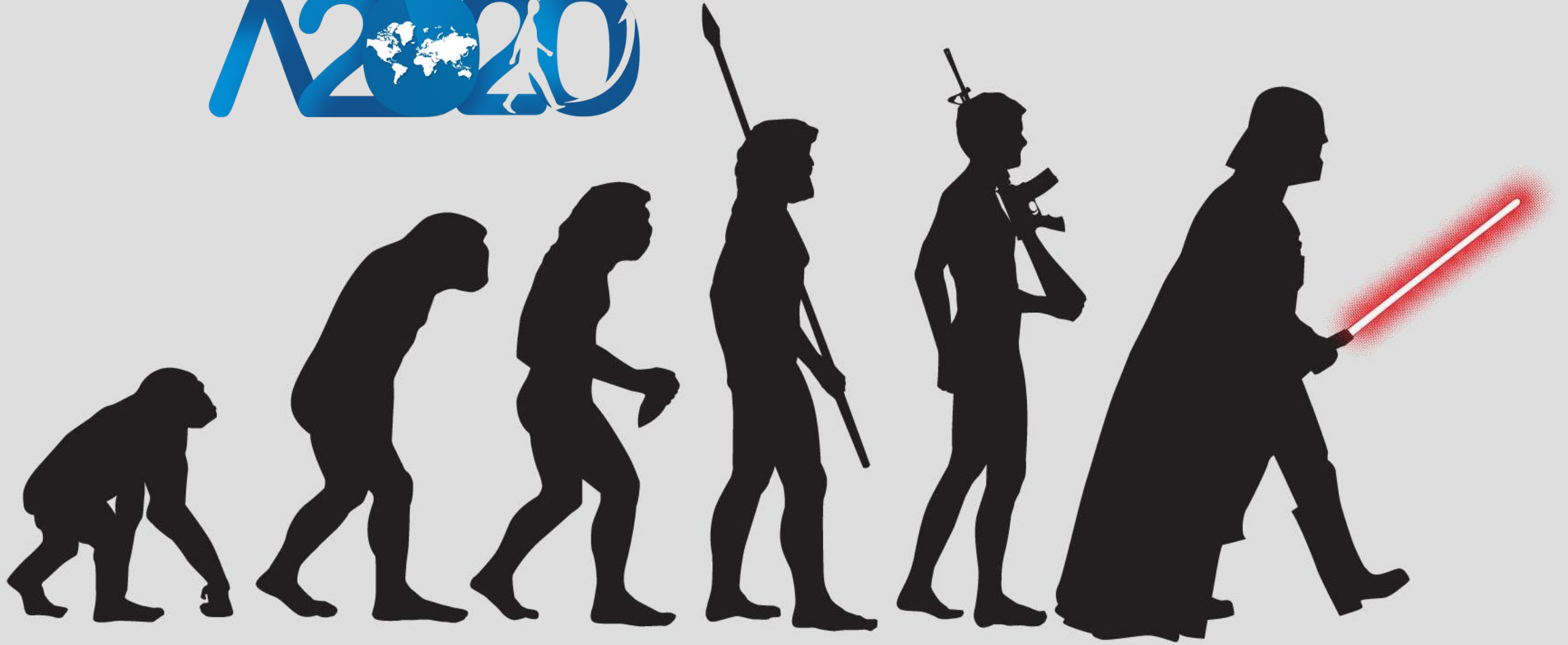


2020 is here!

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
- 1ST 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

1ST 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

ATTR

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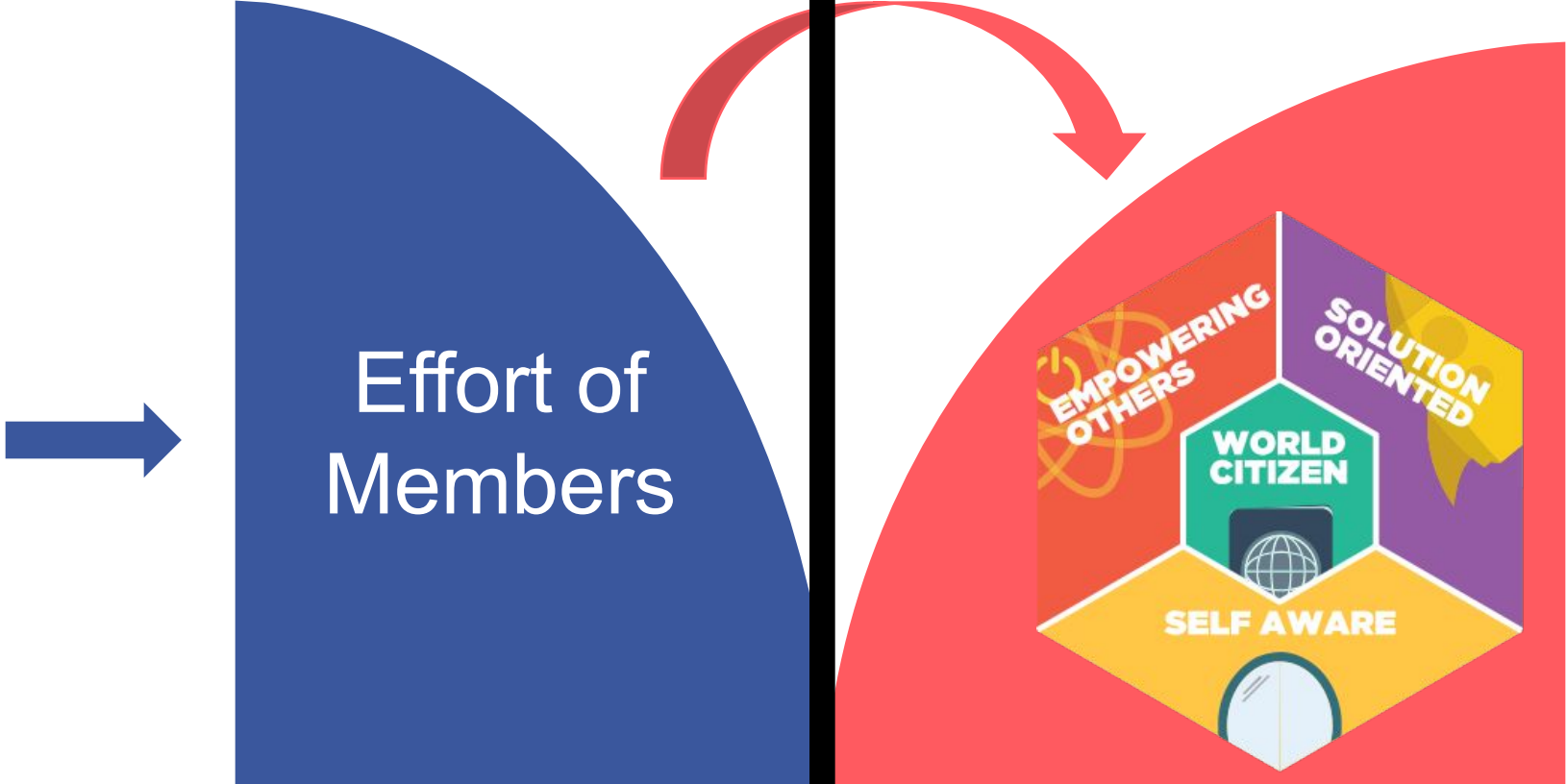
CUSTOMER

SE

AIESEC

HE

ENABLER



Open Accepted In-Progress Approved Realized Completed





WHAT IS THE BASIS?

**WHAT'S STAYING THE
SAME?**

why

WE STRIVE
TO ACHIEVE
Peace
&
Fulfillment
of
Humankind's
Potential

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

WHAT

WE ENABLE YOUNG PEOPLE TO DEVELOP THEIR

LEADERSHIP

THROUGH LEARNING FROM

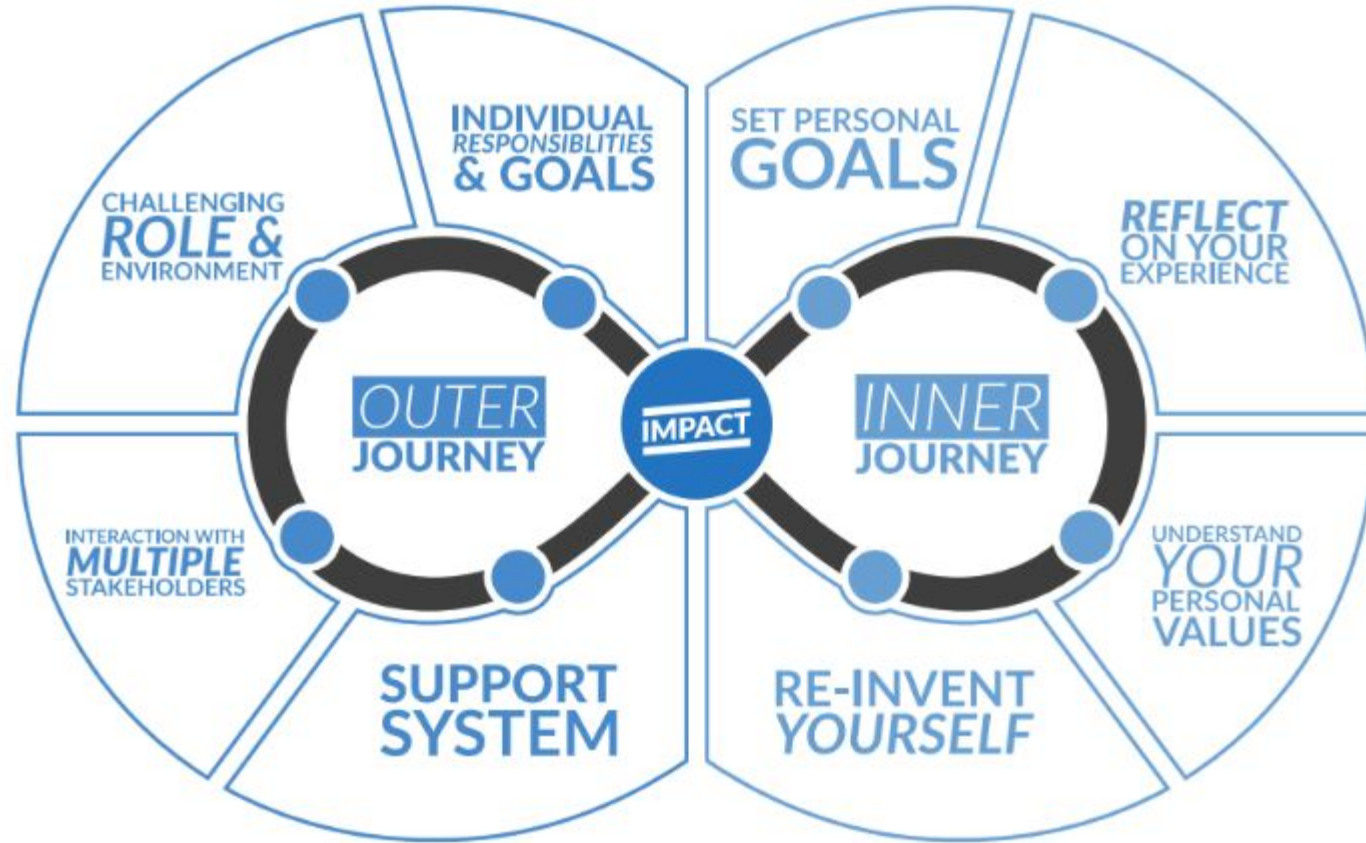
**PRACTICAL
EXPERIENCES**

IN

**CHALLENGING
ENVIRONMENTS.**



INNER & OUTER JOURNEY



LDM

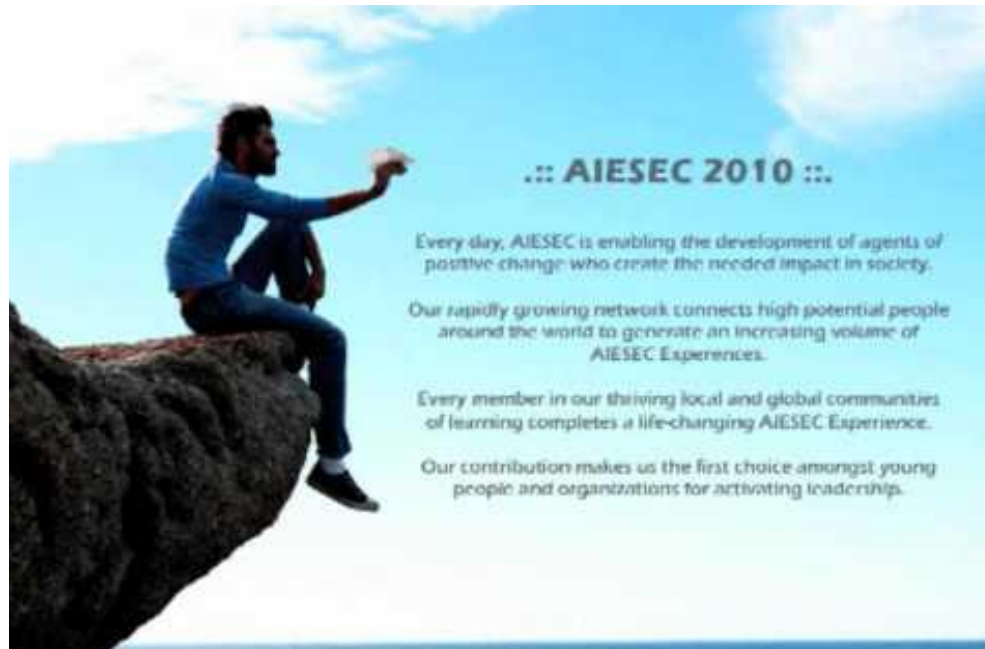


CAN YOU IMAGINE WHAT HAPPENS TO THE WORLD WHEN WE

Engage
&
Develop
EVERY

**YOUNG
PERSON?**

Aiesec 2010

A man in a blue shirt and dark pants is sitting on the edge of a large, dark rock. He is looking towards the right and pointing with his right hand. The background is a bright blue sky with some light clouds. The text is overlaid on the right side of the image.

::: AIESEC 2010 :::

Every day, AIESEC is enabling the development of agents of positive change who create the needed impact in society.

Our rapidly growing network connects high potential people around the world to generate an increasing volume of AIESEC Experiences.

Every member in our thriving local and global communities of learning completes a life-changing AIESEC Experience.

Our contribution makes us the first choice amongst young people and organizations for activating leadership.



future



dream

31st of December 2016

How do you imagine your LC?

Which changes do you want to bring to LC?

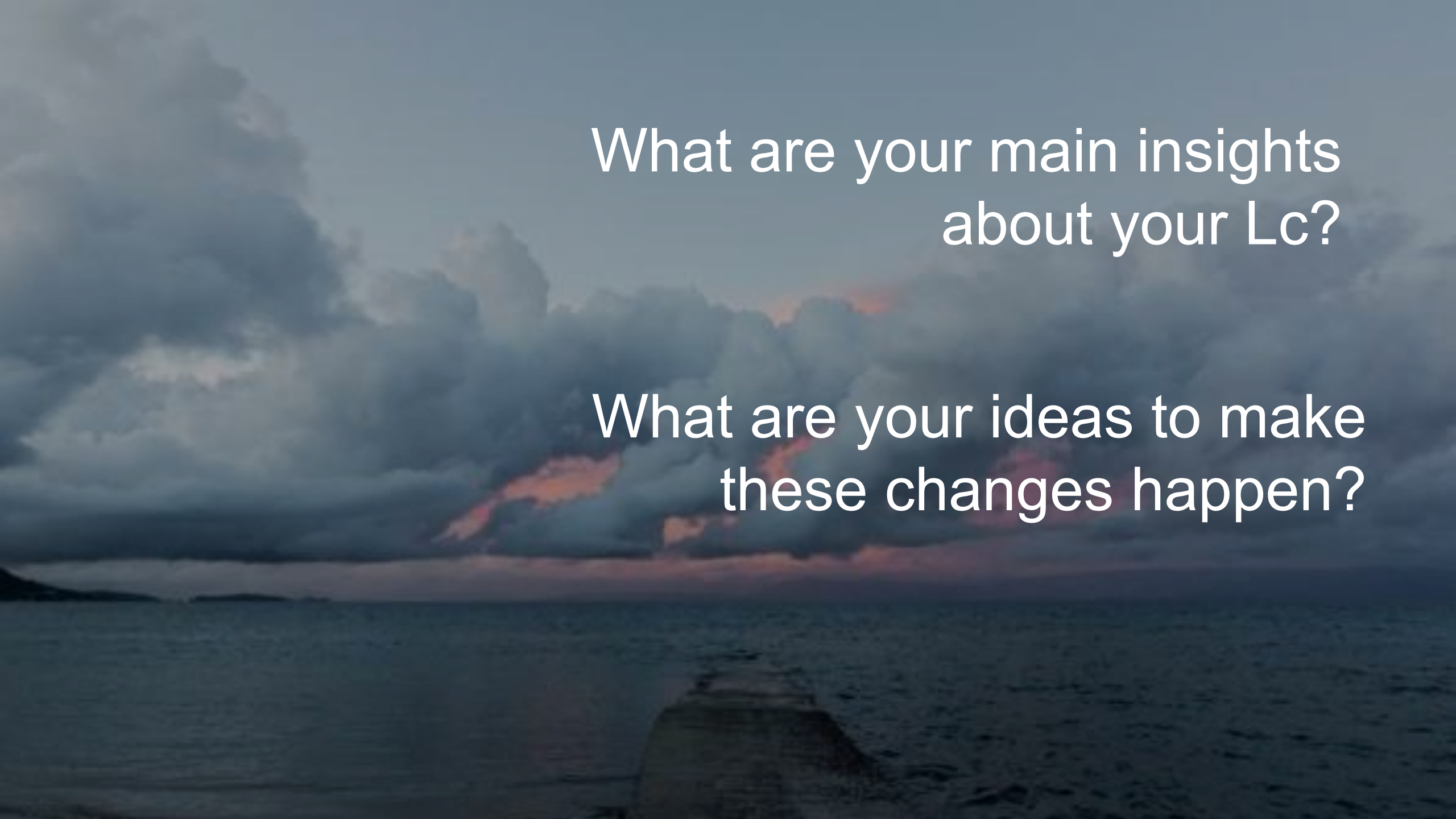
Imagine you meet your interns, what they are
saying to you ?

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

Sit in your IcS

Sharing time






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 soft glow of orange and pink light breaking through near the horizon. The water is dark and calm, with a large, dark rock formation visible in the foreground. The word "actions" is written in a large, bold, red, lowercase sans-serif font across the center of the image.

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 boots with white fur lining. The background shows a line of trees under a soft, hazy sky. The overall mood is contemplative and forward-looking.

What will be your next steps for
the better Ic?