The AIESEC 2015 Process

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AIESEC is the **largest global youth network** impacting the world through **leadership development** experiences. AIESEC has been facilitating youth leadership activities as well as **international internships & volunteer experiences** for over **65 years**, developing a global learning environment across **124 countries & territories**.

We are united in a **purpose of developing young leaders** and becoming the Leadership Provider of the World while **staying independent and non-political since 1948**.

**Check out this video to see what AIESEC is all about!**
The situation pre-2010

- 2010 Goals Achieved
- A question of AIESEC going big or focusing on it’s traditional market
- Internal vs External Focus
- The need to bring together a network whose leadership changes every year and focus it on a medium-term direction
Theme: Essence and Progress
Take a look below to see the main steps in the AIESEC 2015 process:

- IPM 2010, Tunisia
- IC 2010, India
- D.R.E.A.M. process presentation
- IPM 2011, Mexico
- WHY, HOW, WHAT
- 2015 programmes definition
- Communciations Strategic Meetings, March 2011
- Development of materials and design
- XPROs 2011
- Education and communication to the network
- Steering Team Meeting, May 2011
- Definition of measures and targets
- IC 2011, Kenya
- Full process closed and translation into operations
BHAG: Engage and Develop Every Young Person in the World
2015 Statements

Our growing physical and virtual reach makes us the most credible and diverse global youth voice.

We are recognized across sectors as the first-choice partner for our ability to develop responsible and entrepreneurial leadership.

Our collaborative environment empowers every member to live a high-quality AIESEC experience, creating a cross-generational positive impact on society.
Measures of Success

2015 Goals

The 2015 goals define the scale of what we want to reach with AIESEC 2015 midterm ambition. The 2015 goals state how many Programme Experiences should be realized in each calendar year from 2011 to 2015.

Below you can find the goals for Team Member Programme [TMP], Global Internship Programme [GIP], Global Community Development Programme [GCDP] and Team Leader Programme [TLP].

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tr>
<td>TMP</td>
<td>NA</td>
<td>70,000</td>
<td>81,000</td>
<td>100,000</td>
<td>126,000</td>
<td>155,000</td>
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<td>GIP</td>
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<td>5,500</td>
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<tr>
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<td>27,000</td>
<td>33,000</td>
<td>42,000</td>
<td>52,000</td>
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Ambition Factor
Breakdown by Responsible

**LCs**
- Implement and execute the programmes which AIESEC runs
- Track and report the achievements of targets at a local level
- Evolve and adapt operations as required
- Support the MCs in implementing a long-term plan

**MCs**
- Support LCs to implement the programmes and track the achievements of targets at national level
- Managing the balance of the current programmes and introducing new ones.
- Ensure constant communication of global and national direction towards 2015.

**AI**
- Support MCs to implement the programmes and track the achievements of targets at global level
- Managing the process of inventing and piloting new programmes.
- Ensure constant communication of global direction towards 2015.
Re-orienting around leadership development
What we’ve learned each year

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
Overall Learnings

• Combining essence + progress
• Providing clarity as early as possible – what area of the organization are the innovations needed?
• Mid-term ambition should not have a BHAG
• Concept valuable to focus the organization long-term, but different leadership teams interpret it in different ways
Our Impact Model
Develop Leadership by providing
Experiential Leadership Development Opportunities for Young People

BHAG: Our Aspiration in the Market to push us forward
Engage and Develop Every Young Person in the World