

The AIESEC 2015 Process

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AIESEC's Vision



How We Do It

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**.

AIESEC's Values



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 its 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:



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].

	2010	2011	2012	2013	2014	2015
TMP	NA	70,000	81,000	100,000	126,000	155,000
GIP	4,500	5,500	7,000	9,000	13,000	17,000
GCDP	8,500	12,500	18,500	22,500	30,000	38,000
TLP	15,300	23,000	27,000	33,000	42,000	52,000

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

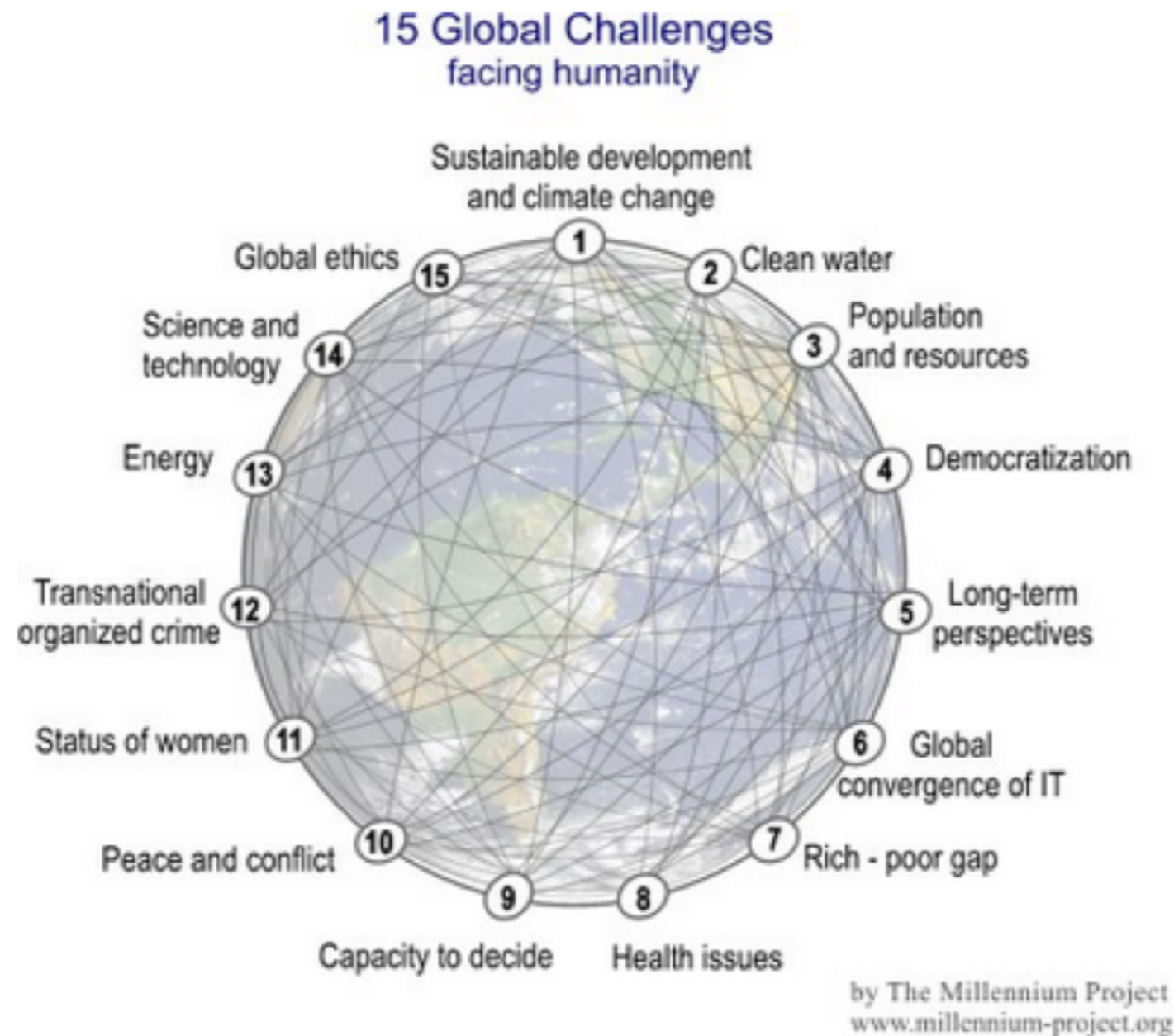
MCs

- 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.

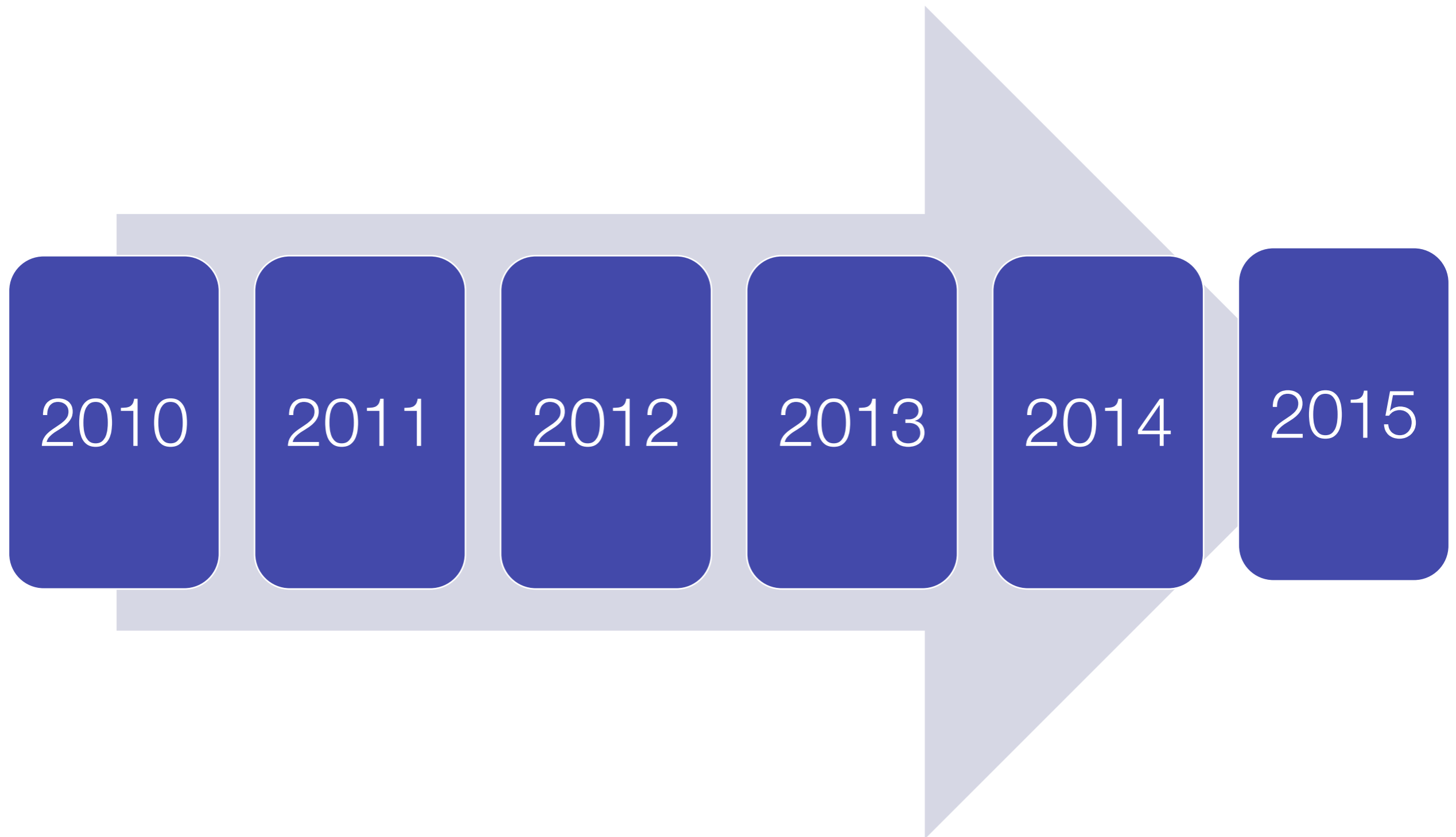
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- Support MCs to implement the programmes and track the achievements of targets at global level
- Managing the process of inventing and piloting new programmes.
- Ensure constant communication of global direction towards 2015.

Re-orienting around leadership development



What we've learned each year



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

Summary Slide

What We Envision:
Peace & Fulfillment of Human Kind's Potential

AIESEC 2015 MoS

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