



Leadership is at the core of everything we do.

By 2025 AIESEC experiences have distinctive qualities and their impact is measurable. Our leadership development model empowers more young people to become leaders, creating a community that continues to drive positive impact.



By 2025 AIESEC has sufficient resources to continue developing leadership for years to come.

We consciously build on the knowledge of previous generations to move our organization forward. We ensure sustainability by creating value through our programs and empowering members to take on further roles.



By 2025 we build and keep long-term partnerships that enable growth,

amplify our impact, and create value for both young people and partners. By delivering on our promises we make AIESEC a first-choice partner for leadership development.

EMPOWERING YOUTH LEADERS



AIESEC = Leadership and vice versa

By year 2025 AIESEC should be known for the leadership experiences it provides, and leadership should have the qualities of an AIESECer

LPS + RR

of APP



By 2025 AIESEC portfolio would be the best for leadership development

By year 2025 AIESEC should have developed their products and projects to give an optimal experience to the youth. It will position itself as the leading opportunity for leadership development.

LPS + RR

of RE

Project Connect



Project Deliverable :

- Brand ambassador in each district

Objective :

Reaching the untapped markets for AIESEC and making sure the interested parties are nurtured & ELDs products have been purchased.

Description:

Maintaining brand ambassadors for AIESEC. Maintain relationship through communication & incentives. Getting feedback and improving procedures. Help connect ambassadors to entities if needed. Provide transitions and pass contacts to the new team every 6 months.

Project Responsible :

MCVP PR / MCVP BCXP

Influence to LEAD



Project Deliverable :

- Acquiring & maintaining Influencers for AIESEC

Objective :

Onboarding capable youth(Island 1st, Club presidents) as influencers and connecting customers with products.

Description:

Maintaining brand influencers for AIESEC. Maintain relationship through communication & incentives. Getting feedback and improving procedures. Help connect influencers to entities if needed.

Project Responsible :

MCVP PR / MCVP BCXP





Leader in You



Project Deliverable :

- Psychometric tests to provide an awareness of leadership

Objective :

Making an awareness among the youth about AIESEC and our unique way of developing Leadership. Showing how their leadership can be improved according to the type of traits youth processes.

Description:

Researching & developing psychometric tests letting anyone have a chance to test their leadership types and allowing them to discover the paths that they can improve their leadership with AIESEC.

Project Responsible :

MCVP BCXP / MCVP IM



AIESEC Alumni National



Project Deliverable :

- Having an Alumni day
- A bot for sending newsletters & event invitations for Alumni

Objective :

Keeping Alumni updated on AIESEC operations through that having the support for our events and smooth flow of product operations.

Description:

Making a touchpoint for alumni to help AIESEC to make more impact.

Project Responsible :

MCP/ MCVF PR / MCVF IM



Amplifier



Project Deliverable :

- To make leadership accessible for school leavers
- Spread the word about AIESEC

Objective :

We aim at building young leaders covering 250 school students and school leavers across all the districts in Sri Lanka. The project includes a semi-virtual, 3 months long training and workshop series on leadership development with the guidance of outstanding personalities in leadership. the best young leaders will be appreciated and awarded at the final event, Youth Forum.

Description:

Amplifier '21 is the first ever island-wide leadership development programme by AIESEC Sri Lanka to take the first grandiose step of making leadership development accessible for Sri Lankan youth in general.

Project Responsible :

MCVP PR

EwA - ELD Nurturing



Project Deliverable :

- Bot for EwA to ELD nurturing
- Materials/Guidelines for entities
- EwA dashboard

Objective :

Making sure leads generated through EwA initiatives are neutered and converted into ELD customers.

Description:

Tracking the performance of EwA processes, Providing proper guidelines for the local entities to run EwA initiatives and conversion of the leads into ELDs.

Project Responsible :

MCVP EwA



Global Xposure



Project Deliverable :

- Pitching oGT opportunities to companies in order to provide their current employees a global exposure by working on a short term opportunity.
- Utilizing the touchpoints of the companies that are partnered with iGT as the 1st step of the project in order to get an understanding of what the companies would like to share with us on their perception of this.

Objective :

Getting qualified leads who would complete an oGT opportunity with AIESEC.

Future prospects :

Continue the project if the companies are giving a positive response.

Project Responsible :

MCVP oGT, MCVP iGT

National oGX Partners



Project Deliverable :

- Raising of B2B partnerships for oGX in the National Level so that every entity can utilize them.
- Creating a performance based clustering system when providing the benefits for each entity.

Objective :

Utilizing the B2B partners and sustaining them while benefiting for both the entity and partner while adding value to the EPs.

Future prospects :

Providing the benefits (discounts & other benefits) to the Entities based on the levels of performance.

For example: 5% off on the insurance fee upto 10 Approvals

Project Responsible :

MCVP oGT, MCVP PD





By the year 2025 AIESEC Sri Lanka has developed profound HR processes

We ensure sustainability of this organization by creating value through our HR processes.

Retention
Rate

Advancement
Rate



By the year 2025 AIESEC Sri Lanka is financially sustainable

We ensure sustainability of this organization by creating value through our Finance processes.

Sustainability Score



By the year 2025 AIESEC Sri Lanka has developed profound governing processes

We ensure sustainability of this organization by creating value through our governing processes.

Entities

Active Users



Talent Planning and Recruitment Upscaling

Project Deliverables :

- Customized task Framework
- Ideal HR for Targets - Framework, Guidelines booklet

Objective :

To attract and filter the better suited talent at the right time for the right positions for the achievement of organizational goals.

Description :

Creation of a task framework customized for different roles that will help better filter applicants. Creation of a framework for better understanding and planning of ideal HR for product targets followed by a guidelines booklet with instructions and SOPs.

Project Responsible :

MCVP TM



Pipeline Management



Project Deliverables :

- Journey Mapping Segment (HRIS)
- Member Portfolio (HRIS)
- Enabling the recommendations feature (HRIS)

Objective :

To make team leaders understand their team members' journey and map better. To make pipeline management smooth and easy.

Description :

Includes 3 features/ elements that should be developed in the HRIS.

Project Responsible :

MCVP TM, MCVP IM



Talent Bridging

Project Deliverables :

- Next-Gen variant

Objective :

To create a program that will make AIESECers industry-ready in a set of different career paths.

Description :

Customizing the Next-Gen program to prepare members for different careers. Few career paths will have to be chosen and researched on with relevant resource people.

Project Responsible :

MCVP TM

Standards Checklist

Project Deliverables :

- Finance standards checklist for local entities.

Objective :

To ensure finance standards completion and consistency across entities.

Description :

Designing the standards checklist based on Finance and Legal Standards for all local entities and downscaling it. Review implementation of standards regularly.

Project Responsible :

MCVP F&L, EFB

Investment Framework

Project Deliverables :

- Investment framework for local entities
- Guidelines booklet on the investment framework

Objective :

To create an understanding on investing in high-return projects among local entities and encourage better use of financial resources.

Description :

Designing an investment framework followed by a guidelines booklet and downscaling them. Tracking investments made by entities in the future.

Project Responsible :

MCVP F&L

AIESEC Sri Lanka Finance Academy (ASLFA)



Project Deliverables :

- Educational material
- Knowledge seminars

Objective :

To enhance the financial awareness and knowledge of local entities.

Description :

Designing reference material for the standards checklist, investment framework, sustainability metric and other related content. Conducting knowledge with the help of these material for the purpose of downscaling.

Project Responsible :

MCVP F&L, EFB





Financial Data Accuracy

Project Deliverables :

- Entity savings accounts
- EFB audits
- Monetary limit on no-evidence transactions
- 2-step verification for transactions

Objective :

To ensure the maximum level of accuracy of entity financial data.

Description :

Project Responsible :

MCVP F&L, EFB



Sustainability Metric

Project Deliverables :

- Sustainability metric calculation
- National Sustainability metric dashboard

Objective :

To design a metric to measure the overall financial health of entities and show the development or decline of it overtime.

Description :

Sustainability metric includes MOCR, Revenue % from core product, \$ Investments & ROI and % Legalities standards implementation. Metric will be graphically depicted through the National Sustainability metric dashboard.

Project Responsible :

MCVP F&L, MCVP OD

A green menu board with white text, mounted on a brick wall. It lists various coffee drinks and their prices. At the bottom, it says "WAKANDA FOREVER!".

COFFEE	3
POUR OVER	4
NITRO COLD BREW	3.75
ESPRESSO	2.75
CORTADO	3.25
CAPPUCCINO	3.5
LATTE	4
HONEY OAT LATTE	4.75
ESPRESSO & TONIC	4
THE CHUCK	4.5
WAKANDA FOREVER!	

Centralized IComm platform - ASL 360



Project Deliverable : Platform centralising the following requirements

- Entity SONA, Planning tool and MRB submissions
- Data dashboards (OD model, product analytics, CRM, EwA etc.)
- MC and Entity history hub, Entity structures and hierarchies
- National and Entity calendars
- HRIS (including PDP and FM criteria)
- SLFA
- SOP and education hub (Infinity hub)
- National RnR
- National and Entity newsletters
- National services (MCO booking, aiesec.lk requests, chatbot)

Future prospects : Integration with social media and entity personal communication space and information hub

Objective : Centralisation of data for ease of communication to all members of the entity.

Project responsible : MCVP IM



OD for entities



Project Deliverable :

- OD dashboard for LC and OE
- OD dashboard for IG
- Entity clustering and tiering
- Entity MC services
- Remodeled entity coaching

Objective : Provision of a growth path for all entities.

Project responsible : MCVP OD

DEVELOPING PURPOSEFUL PARTNERSHIPS



OPTIMIZING INTERNAL PROCESSES



By the year 2025 AIESEC Sri Lanka has optimized internal processes

We ensure sustainability of this organization by creating value through our internal processes.

% of Sales Process Implementation

DEVELOPING STAKEHOLDER AWARENESS



By the year 2025 AIESEC Sri Lanka has given its stakeholders a profound awareness of the org

We ensure that our stakeholders are aware about the core of our organisation and can relate to our cause

NPS +RR

ENHANCING PARTNER EXPERIENCE



By the year 2025 AIESEC Sri Lanka has positioned itself as a peak partner for like minded org

We ensure that both the parties involved in a partnership with AIESEC will be benefited with proper value delivery and that we are partnered with like minded org that add value to or org.

NPS +RR

Revenue
Generation

Standard Pricing Model

OPTIMIZING
INTERNAL PROCESSES

Project Deliverable :

- Aligning with APIP Pricing model

Objective :

To standardize the deliverable packages which we offer to the partners.

Description :

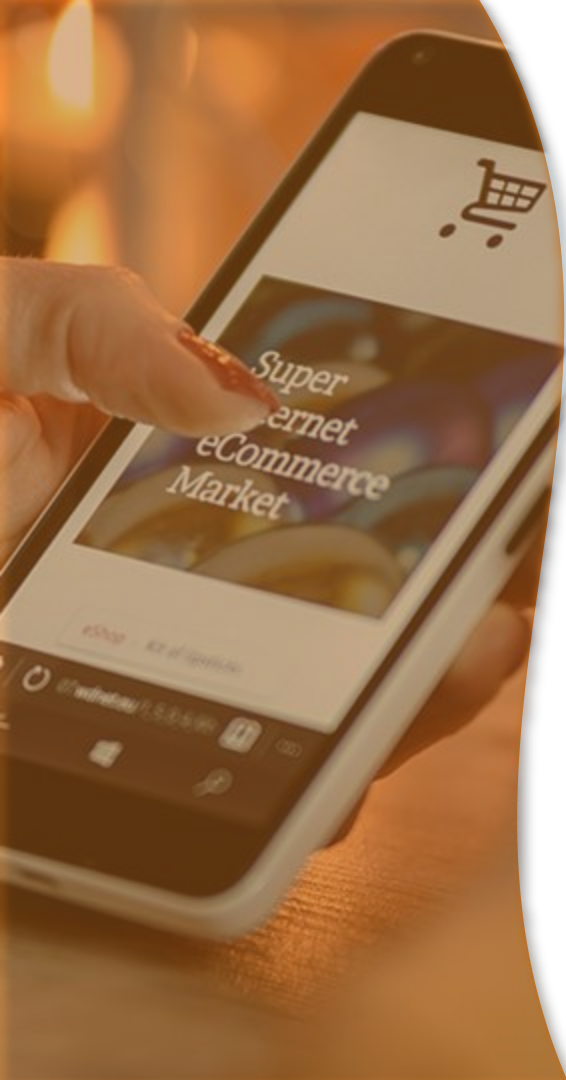
A common pricing model of Event Packages for partners which will be in align with the global compendium in order to maintain consistency and to ensure quality value delivery.

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Project Responsible :MCVP BD



COFFEE	3
POUR OVER	4
NITRO COLD BREW	3.75
ESPRESSO	2.75
CORTADO	3.25
CAPPUCCINO	3.5
LATTE	4
HONEY OAT LATTE	4.75
ESPRESSO & TONIC	4
THE CHUCK	4.5
WAKANDA FOREVER!	



Sales Audit



Project Deliverable :

- Will be happening soon

Objective :

To standardize the sales process and ensuring that we are on the right track, educating the membership on Etiquettes and Professionalism when engaging with the partners

Project Responsible : MCVP BD



BD Hub



Project Deliverable :

- Documentation on BD and Finance knowledge
- BD and Finance policy booklets
- Q&As (Academy)

Objective :

Educating the membership on the BD and Finance processes

Project Responsible : MCVP BD



All-in-one Partner Platform



Project Deliverable :

- Partner showroom for all upcoming and ongoing events

Objective :

Showcasing partner involvement through projects/events to retain/bring partners

Description :

This would enable potential partners to seek out by themselves, projects of their choice at any given time and thereby initiate partnerships with any entity of their choice.

Project responsible : MCVP BD

Nationwide Focused SDG Facilitation Project



Project Deliverable :

- SDG focused impact on nation-wide scale

Objective :

Focusing on several SDGs relevant to specific areas in the country which are divided among the entities and carrying out an impactful project targeting the requirements of that particular area/district with the inclusion of all stakeholders

Project Responsible : CC / OC





ASL Magazine



Project Deliverable :

- Virtual & Paperback
 - Send to partners and BOA
 - Make available online
- Create a partnership with an external magazine or publisher to cover AIESEC stories

Objective :

- Partner awareness on AIESEC and all we do as an organization
- Keep track of people that get attracted through the magazine (Include in sign-up portals as an option)

Project Responsible : MCVP BD



Partner Journey Mapping Framework



Project Deliverable :

- Documented guide to enhance partner journey

Objective :

Standardizing each stage of Partner Journey & incorporate the partner journey to CRM.

Description:

This will be overlooked mainly by the MCVP BD along with BD Commission to ensure that right knowledge is downscaled and the approach to partners is standardized in all the entities, upto the required quality and also ensure increasing value additions to partners in the process beyond the regular approach to ensure partner sustainability and excellent stakeholder management.

Project Responsible : MCVP BD



Partner Night



Project Deliverable :

- Celebratory Closing of Partners Month

Objective :

Partner Engagement and Retention

Description:

The National Partners Month will be conducted in order to recognise and appreciate the efforts of the partners to AIESEC and the closing of this campaign will be done in a celebration which will be the Partner Night where we invite selected Partners to a night of bonding and interaction, held at a venue organized by an OC.

Through this initiative we hope to enhance the current relations and create further opportunities for discussions, collaborations and cooperations with AIESEC.

Project Responsible : MCVP BD



Retention Rate

Advancement
Rate

Sustainability Score

Entities

Active Users



LPS + RR

of RE

of APP



% of Sales Process Implementation

NPS +RR

Revenue
Generation

of Leadership Experiences

BUILDING A LONG-LASTING AIESEC

Retention Rate

Advancement Rate

Sustainability Score

Entities

Active Users

Governance

HR sustainability

Finance sustainability

EMPOWERING YOUTH LEADERS

LPS + RR

of RE

of APP

Leadership Brand Positioning

Leadership Portfolio Evolution

DEVELOPING PURPOSEFUL PARTNERSHIPS

% of Sales Process Implementation

NPS +RR

Revenue
Generation

Optimizing Internal Processes

Developing Stakeholder Awareness

Enhancing Partner Experience

of Leadership Experiences

2022.3 semester goals



BUILDING A **LONG-LASTING** AIESEC

95%

Retention Rate

65%

Advancement
Rate

60%

Sustainability Score

21

Entities

2000

Active Users

EMPOWERING YOUTH **LEADERS**

60%
LPS + RR

2100
of RE

2500
of APP

DEVELOPING PURPOSEFUL **PARTNERSHIPS**

60%

Sales Process Implementation

55%

NPS +RR

25 Mil
Revenue
Generation

4100

Leadership Experiences



ROAD
MAP
2025

MIDTERM
DIRECTION