

ACTIONS THAT

ECH



Lydia Edwards

Standing for MCP of AIESEC United States 2018-2019

Lydia Edwards

See my platform:
lydiaedwards.strikingly.com



Standing for MCP of
AIESEC United States 2018-2019

General information

Local/Member Committee: AIESEC in Peru / AIESEC US

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Logistical Questions

1. Will you be able to attend WNC in Tyson's Corner ,Virginia from 31 December 2017 to 5 January 2018?

Yes

2. Will you be able to attend International Presidents Meeting from 11 to 18 February 2018 in Romania?

Yes

3. When is the soonest you could begin transition full time in New York after your election?

May 2018

4. As of right now, are you legally allowed to hold a CEO position in the United States? Explain why?

Yes, I am a citizen of the United States and therefore legally allowed

AIESEC Roles

January - December 2014 - iGT Team member/Leader @San Luis Obispo

January - December 2015 - LCP @San Luis Obispo

January - June 2016 - NST: LCD, West Coast & RMH Regions @United States

May - June 2017 - OD CEEDer @Colombia

July 2016 - June 2017 - MCVP Organizational Development @United States

July 2017 - Currently - MCVP Organizational Development @Peru

Conferences

- 2014, WC RoKS, San Jose, Delegate
- 2014, SNC, Charlotte, Delegate
- 2014, RoKS, Seattle, Delegate
- 2014, NPM, SLO, Delegate
- 2015, WNC, Forth Worth, Delegate
- 2015, EuroXPro, Portugal, Delegate
- 2015, TtT, Seattle, Delegate
- 2015, NPM, DC, Delegate
- 2015, SNC, San Jose, Delegate
- 2015, IC, India, Delegate
- 2015, WC RoKS, SLO, Delegate
- 2015, NPR, Yale, Delegate
- 2015, TtT, New York City, Faci
- 2015, WNC, Dallas, Faci
- 2016, WC RoKS, Fresno, Head Faci
- 2016, Sonalito, Colombia, Faci
- 2016, SNC, Indianapolis, Faci
- 2016, Americas Summit, Chile, Delegate
- 2016, RMH RoKS, Denver, Chair
- 2016, West Coast RoKS, San Jose, Faci
- 2016, NPR, Atlanta, Faci
- 2016, WNC, Dallas, Faci
- 2017, RoKS, Chicago, Faci
- 2017, RoKS, Dallas, Faci
- 2017, EBCo, Chicago, Faci
- 2017, America's Congress, Peru, Faci
- 2017, IC, Colombia, Delegate
- 2017, Impulse, Peru, Agenda Manager
- 2017, CEO Summit, Peru, Agenda Manager
- 2017, Connect, Peru, Faci
- 2017, MetanoiaCo, @Lima, Chair

Key Experiences

MCVP OD for AIESEC in Peru, MC Pulso

- Creation, development, and downscale of OD model, Growth Paths, tiers & clusters
- Co-manage the LCP network, first intensive Steering Team & CEO Summits.
- Work with multicultural team of 18 individuals; Peru is #4 in the world in approvals

MCVP OD for AIESEC United States, MC Flywheel

- Creation, development, and downscale of OD model, Growth Paths, tiers & clusters
- First Expansions Support Team & first LCD team based on clusters
- Coordinated & planned LC visits to all 40 LCs for the first time in an MC term
- Helped lead AIESEC US to achieving 1,000+ approvals in one year for the first time

LCP for AIESEC in San Luis Obispo, EBEAST

- Led LC to 16% relative growth, ending term with 52 approvals; generated over \$30k
- AIESEC SLO hosted SNC 2015 & Fall RoKS 2015
- nominated for the oGV, oGT, iGT, MKT, and TM awards, awarded MKT & TM
- Started term with \$200 & left the LC over \$6,000 after incurring \$4k loss from SNC
- Elected to the Summer Steering Team 2015
- Helped create the first Business Model Canvas for iGV & piloted the program
- Attended International Congress India and helped create AIESEC 2020
- At WNC 2015 received the Individual Greatness Award

Strengths

- ADAPTABLE
- AMBITIOUS
- BOLD
- DETERMINED
- EMPATHETIC
- HONEST
- INDEPENDENT
- INSIGHTFUL
- LOGICAL
- LOYAL
- PERCEPTIVE
- PRACTICAL
- QUICK LEARNER
- RELATABLE
- RESILIENT
- RESPECTFUL
- SENSE OF HUMOR
- SOCIALLY INTELLIGENT
- STRATEGIC
- TEAM PLAYER



BOLD

I am not afraid to take bold actions when I know it is for the best or for the development of what I am working towards, especially when I have the responsibility to choose the correct course of action or make the best decision. I am determined in my boldness to make sure I never stop fighting for what is right. Growing into this strength is something that AIESEC truly gave me.

Weaknesses

- BLUNT
- BOSSY
- DEFIANT
- DIFFICULT TO RELAX
- EASILY BORED
- EMOTIONALLY ATTACHED
- FORGETFUL
- PRONE TO FRUSTRATION
- HEADSTRONG
- IMPATIENT
- MESSY
- PRIVATE
- PROCRASTINATES
- PUTS WORK BEFORE SELF
- RARELY SATISFIED
- SELF CRITICAL
- STUBBORN
- TIME MANAGEMENT
- TOO SELFLESS
- TOO TRUSTING



IMPATIENT

When I get impatient, I get frustrated and it very easily shows. I get frustrated when things move too slowly or when I can't understand something well. I've gotten good at recognizing when I'm getting impatient and consciously working to keep my frustration in check and will continue to develop more self awareness about this.

Why are you applying for the role of MCP in AIESEC US for the term 2018-2019 and who are you?

I love AIESEC in the United States, I love this country, and I want to make the world a better place. I believe that youth leadership development can solve problems in the world, I believe peace is possible in our lifetimes, and I believe these things so strongly that I want to spend a year putting my actions where my heart is in the strongest and most impactful opportunity that I could possibly have right now. Working on leading a generation of young people is where my heart and mind are and I am intensely committed to doing so. I could honestly end this answer right there, but I want you to understand the journey I've had in AIESEC and in figuring out exactly how deeply I feel this and how much I believe in us. I want to show you who I am.

2014: I join AIESEC. Why is everybody dancing?

2015: I am elected LCP.

I come out to myself and I discover
what and who I love.

I discover things about myself
that I will carry the rest of my life.

I meet my best friends.

I have the most incredible experience
I never knew I wanted.

My dream is born.

**Working for my country, for peace, for the
future.**

This is what I want.

I find out what I am made of.

2016: I apply for MC 1617

I learn, I recommit, I become more resilient.

I apply again

I become Flywheel

United States, Flywheel, 2016:

This is the greatest experience of my life

These people, this team, this country

I have learned so much and loved even more

I want to be more for

this entity and for this country

I apply to be MCP 2017-2018

Dallas, Texas. December 31st, 2016

I lose.

My eyes cannot help the water
that falls from them as I hug people
People I love, my friends, my family
My heart is in pain.

I am so sad that I must leave them

Brooklyn, New York. February 2017

I decide to apply for Peru, but I hesitate

My girlfriend tells me,

"It is because you're scared that you must go

You will live the life of an immigrant"

I take a breath (or several dozen)

I send my app

I am elected MCVP for Peru

Lima, Peru. June 24, 2017.

I land in Lima, my whole life in two suitcases and a backpack.

I look around the gray city, thousands of miles from home,
holding my life in my hands and I think

What have I done

Lima Region, Peru. August 5th, 2017

My first conference just ended

It is the hardest thing I have done in AIESEC so far

I question, "Why am I here?"

I am in a country of strangers,

An entity that is different than anywhere I have been

I must learn more Spanish

I am scared again. I feel alone

I go to work the next day

Lima, Peru. September 2017

I am learning, *but it feels impossible sometimes*

I learn so much everyday from the Peruvians

How strong they are, how resilient they are

How kind they are. I am so thankful for them

I learn another word: Justicia (Justice)

Lima, Peru. October 2017

I can feel and see myself making a difference here

For these people, for this entity, for this country

It is so hard, but I am proud of myself

But more than that

I can see the entity transforming me

This experience has changed everything

Con todo mi corazon, gracias Peru

(With all my heart, thank you Peru)

I must go now, I was never meant to stay

Off to the next great adventure for the world

Describe your relationship with the AIESEC Way and its importance to AIESEC in the US.

My Grandmother's name was Grete Schulien and she grew up in a tiny town in southern Germany called Thalmässing. She was Jewish and was forced to flee the country when she was 13 on one of the last boats to the United States. Before she fled, she was ridiculed by the children she once called friends and they even threw rocks at her. When she came to the US, she learned English, went to college, became a nurse and joined the army where she met my grandfather. She kept her German identity alive by telling us stories of before the war and making German food. My great uncle Siegfried died in a concentration camp and I have no family left in Germany. The thing I have always admired the most about her is that she forgave everyone that hurt her, even without them asking for forgiveness. **Her capacity for love, especially against those who wronged her, is a legacy I try to base my life around everyday. I live and lead the AIESEC way to honor my family's past and to work towards a better present and a better future.** The AIESEC way reminds us of our purpose, and it showed me that it's how we need to lead too. The AIESEC way is more than just the story of how we were created, it is the story of how we work as an organization; **it describes exactly what we do and what our purpose is.**

"We place our confidence in youth" as **the development of the young people in the United States can change the course of our nation** towards one that truly reflects the values of tolerance and justice and enabling young people to develop their leadership through learning from practical experiences in challenging environments is the best way to ensure that. "AIESEC does not discriminate on the basis of gender, sexual orientation, disabilities, creed or religion, nor on the basis of national, ethnic, or social origin" and that right now is one of the most important sentences to the United States. We will engage and develop every single young person no matter their background, reality, or political beliefs to ensure that our nation reflects the ideals of diversity and equality upon which it was founded.

I was born because of the Holocaust. My fate was tied to this organization before I was even born, and I intend to spend every minute I have on this earth working to develop as many young people as possible to prevent the very thing that contributed to my creation. **With the AIESEC way as our guide, our actions will echo across the United States, the world, and across generations.**

What is the relevance of youth leadership in US society? How can AIESEC be a youth leadership movement?

It is November 4th. As I write this paragraph, notifications are popping up on my phone. There has been another shooting, this time in a Texas church, this time killing 20 people. A question I find myself asking a lot is, who am I to try and stop this? What is the power of a single person against all the hatred in the world? Sometimes I feel powerless, I feel that I, *alone*, can't do anything. Youth leadership in US society has grown more relevant in all aspects: political, social, economic, and any other category you can think of. Almost everyday day I see a news article about how young people are stepping up in droves to contribute, to change, and to lead our nation into a new direction. What more young people need is a platform, and more than anything, **AIESEC is a platform for young people to develop leadership.**


My whole life I've said that when I grow up I want to make the world a better place. I want to help people and I want to be kind and good but also for the grand majority of my life I haven't known how to make this difference, **and in this not knowing I would feel powerless.** AIESEC was the organization that changed this mindset for me, it showed me that one person can make a difference in this world, **that young people are more than the leaders of tomorrow, we are the leaders of today, we CAN take responsibility for this.**

AIESEC taught me the importance of taking action for the things that are important to create peace in the world, it taught me how to work together with people from all walks of life and from all different places in the world. **AIESEC teaches people how the power of a singular person can be used for good and how many singular people coming together can truly and honestly create a better world.** Making the choice to join this organization and surround myself with people who are ambitious peace loving, kind, full of dreams and action for the world, accepting, encouraging, among so many other things **gave me a platform to develop these things.**

A singular person, by themselves, will not change the world. **I know that if these good, singular people come together and take action to work together for something bigger than themselves that this is truly how a movement is formed.** I want AIESEC to be a platform to unite our good, singular people to take action for one cause: **to develop young people into leaders with the capacity to solve issues and values to guide them towards the peace and fulfillment of human kind's potential.** The time is now for us singular young people to unite for peace and to take actions that echo for our nation, for our world, and for our future. **So Da Da Ding, let's go!**

What will be the most relevant market for each of the AIESEC products in 2018-19? How will you ensure that AIESEC US increases its market share in those markets?

*The most relevant market for oGV: Freshman & Sophomores in College, especially those pursuing Liberal Arts or Social Science degrees due to the **product profile and our presence in universities**. Another relevant market is recent high school graduates over 18 years old as they present a unique opportunity for an **additional EP market as well as a recruitment market** for both existing and potential expansion LCs.*

oGV 

Increase our market share by guaranteeing university cooperation with all LCs so there will be no potential legal bottlenecks and preferably university support in marketing for oGV. Also train LCs and provide materials on how to do marketing to local High Schools by targeting the administration.

The most relevant market for oGE: College Juniors or recent grads of community college, specifically with business related majors.

oGE

These are the students that are most qualified for oGE opportunities and more likely to be accepted. These students also typically want something stronger than a volunteer opportunity in terms of their CV and professional development, working for a startup is the perfect way for them to do that.

Increase our market share by increasing our virtual reach to business schools and students through digital marketing strategies. Also **expanding our physical marketing to include specific materials & pitches to use when explaining the value proposition of oGE to university officials & students**.

The most relevant market for oGT: recent graduates or young adults under 30 with a bachelors degree.

oGT 

There are two reasons these are the most relevant markets, the first being the global supply of GT has become fairly limited and the second being most GTs require a college degree and native or fluent English. Our EPs are more than able to have both of those making them the most qualified in the world.

Increase our market share by co-creating Global Talent projects with other entities so that we can market a large number of opportunities specifically to a target audience. Focusing heavily on teaching and business will allow us to help ensure supply of both opportunities and EPs.

The most relevant market for iGV: NGOs remain to be legally and strategically the most relevant enabler. There are over 1.5 million NGOs in the United States and there are summer camps that fall into that category as well. Our most relevant market for EPs will need to be those who already have the visa to legally enter the United States.

iGV

Increase our market share with enablers by targeting large NGO organizations such as Girl Scouts & Boy Scouts of America that run non profit summer camps throughout the United States.

Increase our market share with EPs by forming strong entity & LC partnerships with visa waiver entities with large EP pools.

The most relevant market for iGE: Start ups that are either fully formed or recently "graduated" from start up incubators.

iGE

Start up hubs are huge resources for leads, but ultimately the start ups prove to be too young to be able to pay for or create a position for a GE.

Increase our market share with enablers utilizing our Alumni hubs in or around big cities to gain more leads as many young alumni go on to work in start ups.. Also continue the current sales training strategies to get our members to events or in contact with organizations that will help them become star sellers. **Increase our market share with EPs** by targeting visa waiver countries, using similar strategies as iGV.

The most relevant market for iGT: Large multinationals and SMEs remain our best option for large scale partnerships where as smaller companies are still the most relevant market in a market for an LC.

iGT


Increase our market share with enablers by upscaling our current partners by concentrating on customer loyalty. Upscale our sales to new enablers by continuing sales training with our members and also taking advantage of AI moving so closely so as to do co-sales with large multinationals.

Increase our market share with EPs by ensuring training on an LC level for marketing the opportunities to LCs or different entities. We do not have to worry about visa waiver countries with iGT due to the J1 visa.

In your opinion, what is the relevance of AIESEC US in the AIESEC global network? What will be its contribution to the global network in 2018-2019?

The United States is a leader in the world, and AIESEC US should be a leader in the global plenary as well. Right now our relevance does not reflect what we should be fulfilling and contributing to the Global Plenary. Due to our size, resources, Universities, and large number of native English speakers, we will be known for the three following things in 2018-2019.

Global OGX Supply



There are over 15 million young people currently enrolled in colleges across the United States and right now we reach only a small fraction of them. Not only do we reach a small portion of our market potential, we also are not a top supplier of OGX

to any of our entity partners. This keeps us from being able to be a truly relevant entity in the global network and I believe it should change. **We need to focus, on all levels, on OGX and in growing the number of approved EPs we are able to send.** This will open more doors for us in terms of entity partnerships.

Get, Deliver, Keep GCPs

With our refreshed, revamped, and retrained strategies and TM members, **we will become a global GCP for the development of our talent on a local level.** I see the development of TM moving much more towards the developmental & analytical side of things. **The way we get, develop, and keep members in oGV should be different than the way we get, develop, and keep members in iGEGT** because the types of products are run with different types of profiles. Running these types of developmental programs with members who are only recruited into product areas will ensure our talent is developed & long-lasting, making us a Global GCP in the get, keep, develop strategies of TM.



Growth in iGT Opportunities



Globally, opportunities in Global Talent are decreasing due to a multitude of factors. I believe that AIESEC US can play a huge part in changing the mindsets of iGT, while also growing iGE at the same time. **The growth of GE does not mean the demise of GT,** and with our sales development programs, specific TM strategies for development, and more opportunities for members to stay in the organization longer, we will become a leader in iGT growth.

How would you like to see AIESEC US positioned externally by the end of your term? Provide a summary of strategies to achieve your goal.

There are three main sectors I want to see AIESEC US aligned with by the end of 2018-2019. Each of these external positions will increase our relevance and number of exchanges, both of which are needed to achieve our 2020 vision.

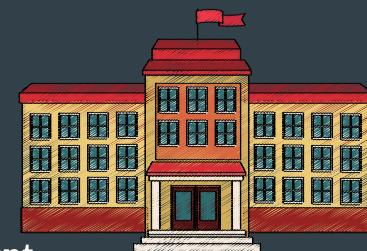
YOUTH VOICE FOR THE SUSTAINABLE DEVELOPMENT GOALS



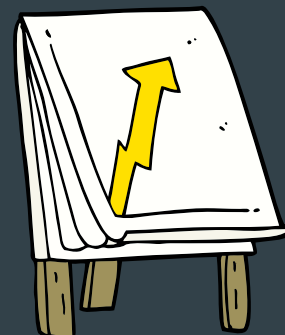
- Develop a closer relationship with the UN, using the proximity of AI to help the partnership
- Regional Youthspeak Forum in the United States in the UN
- Relevant partnerships (UNIDO) to promote the SDGs and be involved in YouthSpeak
- Ensure AIESEC US involvement in strategies to engage youth with the SDGs

PUBLIC SECTOR FIRST CHOICE: UNIVERSITIES & LOCAL GOVS

- Ensure every LC has the UR they need to grow in exchange and keep good relations with universities
- Prime the stage for PD for UR by the end of 2018
- Pilot partnerships with local governments for OGX
- Involve govs in YouthSpeaks & conferences
- Become first choice for youth leadership development



PRIVATE SECTOR FOR RELEVANCE & GROWTH



- Upscale and involve global partners with opportunities and PD conference involvement
- Become the CSR top choice for for-profit organizations
- Develop projects for both local and national NGOs for iGV growth and relevance
- Align AIESEC with the focuses of industry leaders

Provide an analysis on the relationship between AIESEC US and our current entity partners and provide insights into how we can improve and strengthen our entity partnerships.

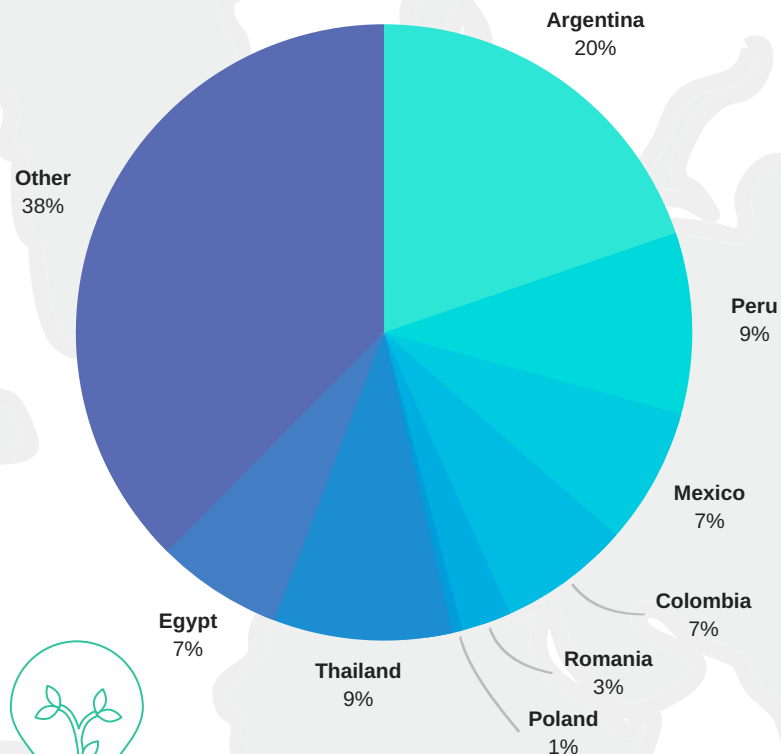
This question is centered around oGV as it has the highest exchange volume with formal partnerships. oGEGT, iGV, iGEGT do not have high volume formal partnerships.

The three key strategies are applicable to all products.

5 Facts about IR in the US

1. oGV growth is attributed to focusing on sending EPs to only a few partners
2. Our exchange with most of our partners is only contributing to less than 3% of their total exchange
3. Top 5 IR partners now contribute more than 50 exchanges each. Previous years only contributed less than 40 each.
4. Argentina partnership was the first to have over 100 EPs approved in one year
5. 60% of all oGV approvals were with entity partners during last Summer Peak

% of GV approvals done with entity partners
Date Range: Sept 1 2016- Nov 1 2017



Key Trends

- We are decreasing the number of exchanges done with non entity partners ("other" category decreased since last year from 64%)
- When IR is intentional, it works (Argentina grew the most due to a heavy planned & tracked HR & MKT strategy)
- We have entities that are high demand that we do not have a formal partnership with (Egypt's contribution to results: 51 APDs)
- Creation & implementation of local level IR is key to continuing growth
- Entity relationships should be created by the MC but maintained on the local level (LC IR)
- Concentrating our marketing strategies and training LCs how to manage LC-LC partnerships are strategies that have worked



1. Timeline & IR Alignment

- Product heads, MCPs alignment and agreements on timelines before peaks for all products (especially oGT/iGT)
- Ensuring ops are open specifically for our EPs
- Pushing for NST management for IR from both entities
- Co-delivering the IR pushes and tracking them



2. Resource Management

- MC cooperations for cost sharing of CEEDers, mkt materials, & conference fees for MC & LC.
- LCs have IR branded materials to promote doing exchange with them
- LCs go to international conferences to build cooperations and receive training on this
- Ensuring the culture of cooperations is in @United States is managed and constantly pushed through MKT, management, and tracking.



3. Partnerships for CO

- MC & LC level partnerships built with intensive training, agreements, & relationships.
- Ensuring LC participation in international conferences and other touchpoints
- Intensive tracking from both sides to ensure the EPs Complete experience

Which entities would you like to partner with for each exchange product that, in your opinion, would bring the most purpose/relevance to the US and why?



Mexico needs to be a strong strategic partner for all exchange products due to its proximity, amount of exchange, and last but not least the significance the US-Mexico partnership has for both of our entities. The significance of partnering with Mexico and pursuing the development of young leaders with cross-cultural understanding is essential to the current state of our nation and in changing the mindsets that exist.

With the current legal climate in terms of the policies of the current presidential administration and the types of visas that we are allowed to use for iGV and iGE, we do need to concentrate more on Europe as a region as they have the highest density of potential EPs that don't need visas. Trying to approve EPs for iGV and iGE is one of our biggest bottlenecks in terms of growing these two products, and the partnership is relevant because it would help us to break this bottleneck.



List some of the past contributions that MC Rise, MC Flywheel, and MC Apollo have made to the national plenary over the last three years and how your vision and platform build off of these contributions.



Start of iGV Financial Model LCD team start Open platform for OGX	OD & Membership Model Conference Cycle: EBCo 1000+ approvals MC-LC Relationship	Mkt global alignment PD bringing sponsorships oGV growth New financial model
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Every MC team must always build off the past one, this is the only reason we've gotten as far as we have as a plenary. Actions that Echo directly relate to building off of previous generations, and ensuring that the next generations can build off of MC 18.19.

Provide an analysis of the external environment in the US and what trends AIESEC US can capitalize on to grow in 2018-2019. Which products can benefit the most and how?

SOCIAL



- 88% of millennials get news from Facebook
- Younger generations prefer media sites Instagram & Twitter to Facebook
- 60% of Instagram users are between the ages of 18 and 29

We should concentrate on digital marketing to penetrate our market more for OGX.

Digital marketing is the best way to become accessible to everyone, everywhere.

Other potential: continuing digital expansions

- US & China are leaders in innovating economy with technology
- USA using political deals with other countries to renegotiate trade terms affecting the world economy

ECONOMIC



Developing entrepreneurship in young people: oGE
Sending more EPs on tech/entrepreneurial based exchanges will ensure their development & give them a competitive advantage in the job market

YouthSpeak Forum: not a product but is important to @US
Opportunity to capitalize on private sector to drive more potential for ICX, relevant PD, and fundraising

POLITICAL



- USA millennial generation is largest population and have largest say in political outcomes
- Extreme tensions between political parties
- More young people getting involved in local government

OGX benefits: More young people want international experiences that will help them become more well rounded at home. The more youth we develop, the more understanding our future leaders are.

ICX benefits: many organizations ranging from multinationals to small NGOs want to brand themselves as both culturally inclusive and popular among younger generations. AIESEC opportunities give them the best way to accomplish both.

Provide a holistic analysis of AIESEC US internally. What trends do you see helping the organization grow as well as trends you see holding the organization back in 2018-2019?

Strengths

- Global alignments in conference cycle, TM processes, and marketing
- Financial processes on a national level
- OD Model Development
- MC-LC relationship
- oGV growth & focus program performance
- LCs jumping tiers in focus program
- PD evolving into fundraising

Weaknesses

- Decrease in oGE & oGT
- OGX conversion rate (open-app)
- Trends of LCs growing one year and decreasing the next
- LC level financial management & knowledge
- Talent burn out over the summer
- LC talent capacity

- OGX market: Over 15 million university students in the United States
- OGX market: Highly educated (compared to the global average)
- PD: AI moving to Canada , potential to utilize their resources more
- PD/iGT: Global partner offices in the US

- iGV / iGE legalities: State department policies on visas possibly effecting legalities & commonality of issuance
- Talent Capacity: competition from other organizations on campuses
- University relations: bureaucracy and legality hurdles for LCs

Opportunities

Threats

Trends that are holding us BACK

- LC financial management
- MC & LC information management
- Exchange management: iGV, iGT, oGT
- Talent Management: recruitment

Trends that are helping us GROW

- Brand management
- Exchange management: oGV
- Brand Experience
- MC financial management
- Talent Management: conference cycle

This SWOT was made based on the 6 AIESEC subsystems

1. Organizational Structure
2. Financial Management
3. Exchange Management
4. Information Management
5. Talent Management
6. Brand Experience

As MCP in 2018-2019, you will have the chance to define what are the next steps to get AIESEC US closer to our 2020 midterm ambition. What does growing disruptively mean to you? How does an AIESEC US that grows disruptively look like and What is the AIESEC in the US that you dream to see in 2020?

ACTIONS THAT ECHO FOR 2020
Growing Disruptively is a must do

ECHO: Across the United States



- Ensure that every young person has the opportunity to experience AIESEC through digital marketing and virtual expansions
- Align PD with relevant partnerships that increase our external reach in the private and public sectors
- Brand recognition of AIESEC throughout the US

ECHO: Across the World

- Ensure AIESEC US growth in all products; when we grow, the world grows
- Heavy focus on OGX to ensure the world has the native english speaking supply they need
- Upscaling Global Partners in the US to give other entities the same opportunity in their entities
- Growing in iGT to show the world that it is possible and bringing that relevance back to iGT



ECHO: Across Future Generations

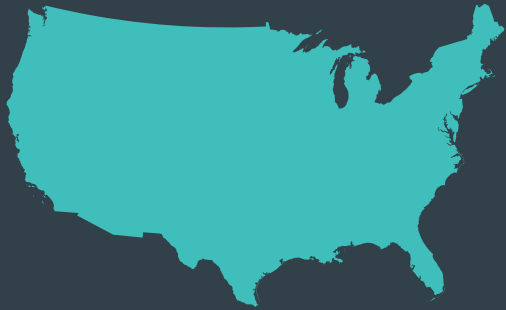


- Ensure that each experience we provide is a Complete experience
- Creating a generation of AIESECers that have the capacity, training, and values to make the impact they want to make both in & outside of AIESEC
- The choices we make now ensure the growth and development of the future generations

What is your vision for the term 2018-2019?

What national focuses do you propose that compliment your vision for the term 2018-2019? Please elaborate.

ACTIONS THAT E C H O



ACROSS THE US

- Accessible to everyone, everywhere
- Strong and relevant partnerships
- We ARE able to do something to change the mindsets that exist in our country
- We ARE able to create the young leaders in our nation that can and will change the world

FOCUSES

- **LC Talent Capacity:** our LCs have the longlasting talent they need to succeed
- **Marketing:** focus solely on OGX with heavy Digital Marketing improvements & innovation; ensure LC training here
- **Accessible to everyone:** we become more accessible through Virtual Expansions and relevant Partnerships, influence both OGX and ICX growth



ACROSS THE WORLD

- Growing disruptively
- We become truly relevant in exchange on an international level
- AIESEC US is a high supplier of OGX EPs
- AIESEC US is an international leader in the development of iGT

FOCUSES

- **OGX:** heavy focus on growing here to fulfill the potential we have and help other entities grow; when we grow the world grows
- **oGT Teaching:** ensuring the world has the supply of native English speaking EPs and growing together
- **iGT Growth:** growing in iGT through focused sales, upscaling current partners, and sales development program



ACROSS GENERATIONS

- Shaping actions around what the world needs
- Creating an empowered generation that takes action beyond just the AIESEC sphere
- The actions we take this year truly allows the 2025 generation to lead a sustainable @US
- LC Growth is an upward trend

FOCUSES

- **Sustainability:** ensure that our LCs are sustainable in all health indicators across the entire year & alumni are active and involved
- **Culture:** each LC is the best version of themselves they can be and they achieve their goals every semester
- **TM Processes:** our get, develop, keep practices are among the best in the world, ensuring our talent is developed, fulfilled, and long lasting

What is your ambition for exchange product goals for 2018-2019? Provide an explanation for the growth you propose and a summary of strategies to achieve them.

Exchanges that ECHO: deliver 3,140 total exchanges in RE by the end of the MC 18.19 term

	Flywheel	Apollo	MC 18.19	Strategies
oGV	649	1,400	2,000	Focus here on ensuring each LCs growth in oGV and on tracking completes with entity partners. Entity partnerships need to be created & aligned from the MC level and then maintained and pushed on the local level. Digital marketing push to penetrate more of our potential market.
oGE	39	125	170	Big focus on aligning timelines and projects with entity partners, invest in entity partners developing projects for US EPs if the supply is too low. Target business schools in universities to get more of the right profile of EPs and make sure more LCs are able to run the product.
oGT	164	100	200	HUGE focus on ensuring opportunity supply with main focus of teaching. Market only teaching to EPs and only market business opportunities when with Global Partners. Work closely with the Global Coordinators to ensure our EPs make the shortlists when they apply to business ops.
iGE	54	140	190	Sales development program for our members to ensure we have the best sales talent. Refresh the national products if needed and help LCs penetrate their local start up markets outside of start up hubs. NST and part time sales manager are also selling opportunities.
iGT	115	175	230	Loyalty and up-scaling plan for current partners and a developed plan to approach each Global Partner in the US to see the potential of up-scaling. Utilize AI PD in this potential upscale. Sales development program for our members to ensure the growth of iGT.
iGV	62	300	350	Research summit to find our target market for NGOs & Summer Camps that fall within the legal boundaries we need. Partner with specific entities and LCs that have large EP supply pools with either no visa restrictions or that already have the visa.
Total	1,137	2,240	3,140	Ensure the synergies from the MC level are working seamlessly and together to ensure the synergies on the local level do as well. Concentrate heavily on entity partnerships and LC capacity building. NST management, tracking, auditing processes are set.

Using the framework of our organizational development model and our membership model what are your goals for entity development? Provide an explanation for your goals and a summary of strategies to achieve them.

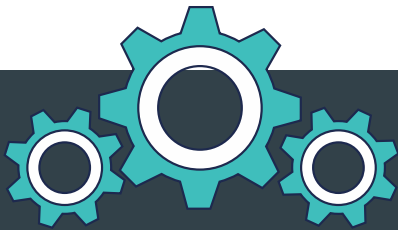
ENTITIES THAT ECHO

Full members: 10

General members: 25

Expansions: 4 new expansions

Members on Alert/Extended: 0



Organizational Development

Effortless synergies: national level synergies turn into strategies and projects that are easily downscaled and implemented on the local level

OD Model: health indicators of TM and Finance are added per cluster and all coaching is done based on refreshed Growth Paths to ensure LC development

Gen Echo Culture: the culture we want to create is shared between MC & LCs; we achieve our goals every quarter and create actions that echo

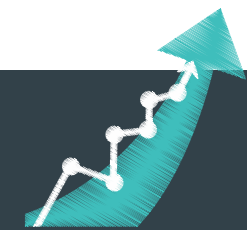


Local Health

Stable local finances: finances do not fluctuate extremely from year to year, there is solid training and tracking of local level finances and investments

Sustainability of talent: get, develop, keep practices influence sales development program and TL education cycle; high retention influences culture & leadership pipeline over time

University relations: each LC has the training, support and resources to ensure their relations with their university is healthy. Pilot partnerships for OGX



Performance

Starting point of relative growth: 30% growth minimum for every LC every year; every LC jumps tier in focus program and is given focused support by MC & NST

High performing LCs: we have at least 10 LCs performing 100+ and expansions perform at 30+ after 2 Summer Peaks.

Upscaling PD: pilot private and public sector partnerships for OGX focusing on local governments and private CSR

Putting yourself in the shoes of our customers in each of our current products, what would you start, stop, and continue to improve their experience? (Answers must be based on the Customer Flow.)

	ATTRACTION	CONSIDERATION	VALUE DELIVERY	BRAND ADVOCACY
EPs (OGX)	<p>Start: using our digital channels of communication more</p> <p>Continue: aligning our local and national marketing with global guidelines and policies & virtual expansions</p>	<p>Start: emphasizing physical follow up with EPs when possible</p> <p>Stop: slow processing time and not contacting opens</p> <p>Continue: email lead nurturing</p>	<p>Start: expectation setting with the EP about the standards, what to expect, what to do if something goes wrong</p> <p>Continue: heavily tracking and auditing that each home standard is met & that the ICX standards will be met</p>	<p>Start: using our digital channels of communication more</p> <p>Stop: non strategic or non formal formats of RIS</p> <p>Continue: story and branding materials collection</p>
ENABLERS	<p>Stop: over promising or misaligning the partner about what we can provide as AIESEC</p> <p>Continue: market segmentation</p>	<p>Start: Email lead nurturing</p> <p>Continue: supporting the customer through follow up meetings</p>	<p>Start: tracking and supporting the enabler in providing the right standards</p> <p>Continue: providing all support necessary with visa and legality</p>	<p>Start: using brand advocacy as a chance to upscale</p> <p>Stop: unsustainable account management</p> <p>Continue: engaging Enablers through PD sponsorships or conferences</p>
EPs (ICX)	<p>Start: ensuring our opportunities are being marketed by entity partners</p> <p>Continue: LC- LC partnerships to decrease processing time</p>	<p>Start: supporting local level opportunity marketing</p> <p>Stop: assuming that all our opportunities will get the right applicants</p>	<p>Start: co-tracking the standards fulfillment between MC-LC and LC- entity partner</p> <p>Continue: supporting the EPs journey and development</p>	<p>Start: supporting entity partner in getting the EPs to fill the completed survey</p> <p>Stop: thinking the EPs journey is over when they leave the US</p>

Explain your initially proposed MC structure and what skills and attitudes will you be looking in your team.

MCP

OGV

[Part time] Account Delivery & Management Assistant
Assist MCVP iGEGT with visa processing and account upscale of current partners

IGEGT

IGV

OGEGT

FINANCE

[Part time] Finance Assistant
Assist MCVP Finance with financial management & accounting

MARKETING

[Part time] IM Manager
Assist MCVP Marketing with upkeep, review, and development of new and improving digital marketing strategies

TM

[Part time] Sales Manager
Assist MCVP PD with managing sales NST for iGEGT sales as MCVP focus is not on that. Also do sales from a major city such as LA or Seattle

PD

[Part time] LCD Manager
Assist MCVP OD with development, tracking, and support of new and existing expansions as well as developing UR strategies

OD

MC 18.19

General skills and attitudes:

SOLUTION ORIENTED

18.19 will be a year of one million questions, I need a team that always takes the initiative to find the answers to questions and evolve what needs to be evolved.

RELENTLESS

18.19 will be a year of difficult decisions and strategies that are hard to pull off, I need a team that will never ever stop trying to make a difference.

TEAM AND PERFORMANCE FOCUSED

18.19 will be a year where our performance defines who we are, I need a team that strives for synergy and excellence, one that is mature enough to admit mistakes and grow through them.

HEART

18.19 will be a year that constantly challenges who we are and what we stand for, I need a team that never loses their heart in remember why we do what we do.

TO NOTE:

All part time position JDs depend on the talent we have available. Based on the talent we am able to find, adjustments to JDs may have to be made or new positions created. **A team of 10** is more than able to guide and facilitate the changes needed . A team larger than 10 would result in slow decision making and being less agile.

What kind of leadership does AIESEC US need in the 2018-2019 term? How would you describe your leadership style and how will you use that to lead your team and AIESEC US in 2018-2019?

AIESEC United States needs leadership that truly embodies the AIESEC values, lives by the AIESEC way, and ensures that our actions will ECHO across the United States, the world, and across generations.



ECHO

Developing youth people's leadership based on values is one of the most important things AIESEC can offer as a platform.

I take the AIESEC values very seriously and always try and remind myself to live and lead with them in mind. I want to work to embody the values everyday, just as my team would work to embody them everyday. An AIESEC US that leads with values is a stronger one.

The diversity of the leadership styles in AIESEC is what makes us great and the thing that unites all leaders in AIESEC is one thing: the AIESEC way. No matter how you lead a team or do operations, you do it for one reason only.

This is the way I like to lead, very clearly and very simply. Why are we here? What are we doing? How are we doing it? Keeping things simple and with purpose is a way to lead a team to greatness.

Ensuring the sustainability and development of AIESEC US through taking actions that echo will be the core of 18.19.

I believe in AIESEC US with my whole heart and I want to have the responsibility to make it better than it ever was before. I want to lead MC 18.19. and AIESEC US into generation ECHO, ensuring that our actions are the right ones for our legacy to echo across the US, across the world, and across generations.

Challenge: How can we increase the longevity of an AIESEC US member's career?

The average AIESEC US member's career is less than 2 years. This kind of quick membership turnaround, accompanied often by lower retention, leads AIESEC US to basically "restart" every year with in-experienced leadership and low LC culture. Inexperienced leadership does not mean these people are bad leaders, I was one of them too. But imagine how different AIESEC US would be if every EB member in AIESEC had at least one year of AIESEC experience and imagine if every member got a leadership opportunity within their first semester.

I don't have all the answers, but I do have ideas. I want to invite you to think about this too and reflect upon your own AIESEC experience because I believe if we can find a solution to this we can change our entity forever

Guiding questions:

- When did I have the first opportunity to apply for a leadership role? What kind of role was it, was I prepared for the role?
- What has kept me in the organization? Have I been lucky to experience these things compared to other AIESEC members?
- What are the main challenges in recruiting younger people to join @?
- What are the main challenges in keeping people involved and committed in @?

Talent Management

How can we make sure that the get, develop, & keep practices are developing clear paths for each type of AIESEC member? A member in iGEGT is different and motivated by different things than a member in oGV. If we change and improve the way membership onboarding and developing is done from the beginning from the local level, we will retain more members for longer thus influencing the experience of our leadership pipeline.

Cost sharing & Investments

What are ways we can invest more in our membership? Can we develop a national cost sharing system? Should we reallocate funding from other places such as the NST? Should LCs pay a fee to support the cost sharing structures? How can we build up local R&R to allow for LC level conference funding? If we can provide more financial support to members it is more likely they will go to conferences and be more engaged.

Local Conferences

How can we build local culture and develop talent pipeline outside of traditional EB roles or highly competitive national OCs? Most developed AIESEC entities have local conferences on the LC level, how can we implement this in AIESEC US? What should the local conference cycle look like and what are some agendas that should be run? Do we have the capacity to send MC members to chair these local conferences like in Peru, Colombia, and Brazil?

More Leadership Opportunities

How can we ensure that every member gets an opportunity for development or leadership within their first semester in AIESEC? Can we have regional or local TtTs or TtMs? How can we send more of our members to local, regional, national, and international conferences? Can we involve alumni more in creating opportunities for members like a networking event? What other kinds of opportunities can we give our members?

On behalf of AIESEC for Peru,

Through this document we are supporting the application Lydia Edwards for MCP 1819 for AIESEC United States.

My name is Allan and I am MCP for AIESEC for Peru. During this year I had the honor to lead Lydia Edwards, as MCVP OD for AIESEC for Peru. Through this letter I want to highlight some points from our experience working together.

- **Solution Orientation** – during this year we faced some challenges during CEO Summit and as well our first Congress, Impulse. Since she first arrived she proposed different changes and evolutions in our entity at the right time and they have all been so accurate.
- **Focus on people** – she always brings a different perspective in how to see the situation and try to remember everyday that this experience is about people you met and developed.
- **She always has your back** – she is a person that you always can trust and she will give you 100% support in everything you need.
- **Organizational Development Knowledge** – she took our OD from a draft to something really amazing and that makes sense for our country. You can see this feedback from the current LCPs and as well from the Americas network.
- **Personal Growth** – She arrived here without any Spanish abilities or understanding about how to make Peru keep growing. Right now, part of our growth is because of her and as well the way she communicates with the network improved a lot.

Working with Lydia, I could see different perspectives and behaviors that she brings for the MC Team, as professionalism, assertiveness and hard work. The way she understands and explains how AIESEC works and the capability to generate impactful ideas and projects for Peru, just affirms that if we are growing and being relevant for our region, we can ensure that she is one of the main responsible for it.

I'm really proud and it is an honor to support Lydia's application. As a teammate, as MCP, and friend I endorse her application for MCP of AIESEC United States.

Allan dos Santos Neves

Allan dos Santos Neves

President for AIESEC for Peru - MCP 17.18

allan.neves@aiesec.net

+51 1 999136399

Endorsement Letter: Other AIESEC Entity AIESEC for Peru

Contact:

Allan dos Santos Neves
MCP AIESEC for Peru

Email:

allan.neves@aiesec.net



To AIESEC in the United States and the Global Plenary,

My name is Joanne Lau and I am currently LCP of AIESEC San Luis Obispo in the United States. It is with immense honor and gratitude that I write this letter endorsing Lydia Edwards with full confidence to be a Member Committee President candidate of AIESEC in the United States.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou

I have had the immense honor of growing and working with Lydia Edwards throughout her time in AIESEC, from the beginnings of being a new member to her now applying to be Member Committee President. Regardless of knowledge gaps, challenges, or hardships, Lydia always strives to make every single person, regardless of role, feel as if they are a part of something bigger than themselves. To me, that is the definition of what it means to be a leader; to lead by example, to empower others to want to challenge themselves further, to be so self-less in all your decisions, and to care so immensely for the individuals in the organization. Change and progress comes from the individual and Lydia was able to empower each and every individual in our Local Chapter to grow AIESEC San Luis Obispo.

During her time as LCP, Lydia's determination, resilience, and pure love for our local committee transformed our chapter from a group of individuals to a family ready to enact change in the world. Not only was she an influence and inspiration to the members of our local chapter, she was also a huge driving force in the creation of a new direction for AIESEC United States. As MCVP Organizational Development, Lydia has led the charge in creating a more sustainable AIESEC United States through the creation of the growth and organizational development models. Only with this foundation and path for growth, can AIESEC United States grow to greatness through our members. With this foundation set, and with sustainability in mind, we need a leader to drive this change.

With every action, decision, thought that Lydia has or makes, she always thinks about the individuals and members who are driving the change. She is one the most self-less individuals I have ever met in my life. In order to this Flywheel to continue the momentum, we need self-less, passionate, inspirational leaders like Lydia to empower members to want to better themselves and the communities around them.

Lydia Edwards possesses immense love for the purpose of AIESEC, has a strong vision and want for a better world, and most importantly, has immense love for the individuals driving the change. It is with utmost honor as Local Committee President and as someone who has been there every step of the way of Lydia's AIESEC journey to endorse this amazing individual as Member Committee President candidate for AIESEC in the United States.

@ly,



Joanne Lau
Local Committee President
AIESEC San Luis Obispo



Brittany Rauch
LCP 2017-2018
San Luis Obispo

Endorsement Letter: Home LC AIESEC in San Luis Obispo

Contact:

Brittany Rauch

LCP AIESEC SLO 17-18

Email:

slo-president@aiesecus.org



Dear AIESEC, United States,

We are deeply honored to be given the opportunity to recommend, endorse and support Lydia Edwards for Member Committee President of AIESEC United States.

We've known Lydia since she was a high school sophomore in 2011. We own a school uniform business and hoped to add another teenage employee to our part-time staff. She came highly recommended by a former teacher and school principal.

Lydia worked for us from 2011 - 2014 and approached an admittedly limited retail job with great enthusiasm and diligence, quickly becoming a vital part of our team. She excelled during stressful days of peak sales, when calm was needed to soothe impatient customers.

Although this was her first job, Lydia's innate intelligence, optimism, attention to detail, and natural leadership skills, plus a non-threatening personal style, were immediately evident, as was her ability to assess and defuse potential conflicts. She had an extraordinary capacity to listen to all sides and work a problem without inserting her ego or agenda.

Lydia assumed the role of de facto supervisor within a month, a decision made as much by us as by our other, longer-term employees. Deferring to her judgment seemed instinctive to them, and they accepted her leadership willingly, without resentment or hesitation. She was also gifted at networking and evaluating others' talents. After hiring her we no longer had to search out new staff because of Lydia's numerous recommendations of excellent potential employees.

As Lydia moved on to college, we have maintained contact and followed her adventures. She has been greatly impassioned by AIESEC since first became involved with the organization and strongly supports its positive international community and leadership missions.

Through the years we've watched her leadership skills refine, improve and evolve. Lydia's abilities remain well beyond even the best of her peers. We are delighted that Lydia has found an organization worthy of her passion, creativity, and judgment, and are equally delighted that AIESEC has encouraged these estimable traits in this exceptional young woman.

Lydia's composure, integrity, intelligence, confidence, and deep commitment to improving the world make her an excellent candidate for Member Committee President of AIESEC United States. We whole-heartedly recommend her for this position.

Please feel free to contact us at June@3kProductions.com or 818.831.1998 if you would like to further discuss Lydia's qualifications or our recommendation of this fine young woman.

Sincerely,



June & Steven Spahr
Owners, 3K Productions

Endorsement Letter: External 3k Productions

Contact:

June & Steve Spahr
CEOs, 3k Productions

Email:

june@3kproductions.com



LYDIA EDWARDS

MCP APPLICANT AIESEC US 2018

PROFESSIONAL EXPERIENCE

AIESEC in Peru August 2017 - Present
Lima, Peru
MCVP Organizational Development

- Create & implement strategies and structures for AIESEC Peru to maintain a Top 7 Global Status of 126+ entities
- Manage the development, performance, & health of 15 separate entities
- Work collaboratively on a multicultural team of 17 other individuals

AIESEC in the United States July 2016 - July 2017
New York City, New York
MCVP Organizational Development

- Manage internal communications, national strategy & implementation
- Develop the performance & health of 40 entities of 1,000+ members
- Represent AIESEC United States at the National, Regional, & International levels

AIESEC in the United States Jan 2016 - June 2016
Remotely from California
National Support Team for Local Committee Development
West Coast & Rocky Mountain High Region

- Manage the development and performance of 7 diverse entities
- Coach the Presidents of 7 local chapters
- Manage conferences as Head Facilitator & Agenda Manager

Liberal Arts Advising Center Sept 2014 - Jan 2016
Cal Poly State University, San Luis Obispo
Academic Peer Advisor

- Perform administrative and reception tasks
- Work to academically advise students after a 40 hour training period
- Promoted to Head Peer Advisor 4 months after work began

AIESEC in the United States Jan 2015 - Dec 2015
San Luis Obispo, CA
Local Committee President

- Manage, as CEO, the San Luis Obispo branch of AIESEC, an international NGO
- Oversee 50 quality global internship or volunteer opportunities for students and internationals
- Manage a team of 8 individuals to growth and financial sustainability of my local chapter

CONTACT

+1 818-914-8634
lydia.edwards@aiesec.net
Lima, Peru

EDUCATION

California Polytechnic State University, San Luis Obispo
Communication Studies
Graduation date: unsure

REFERENCES

Adriana Villar
President of AIESEC US
+1 917 972-9791

Allan Neves
President of AIESEC Peru
+51 999 136399

June Spahr
CEO, 3k Productions
+1 818 438-2377

AWARDS

AIESEC United States, 2015
Individual Greatness Award

Girl Scouts of America
Gold Award

LEADERSHIP

3k Productions; 2010-2014
Head Sales Manager
Managed the Sales Team of 7 people; managed 150+ customers per day

Cal Poly; 2013-2014
Vice President of Programming
Event planning for 250+ residents

Chaminade High School; 2013
Varsity Softball Captain

CV

Lydia Edwards MCP Applicant

