



LESSONS IN LEADERSHIP



Own it

Believe it

Make it Happen!

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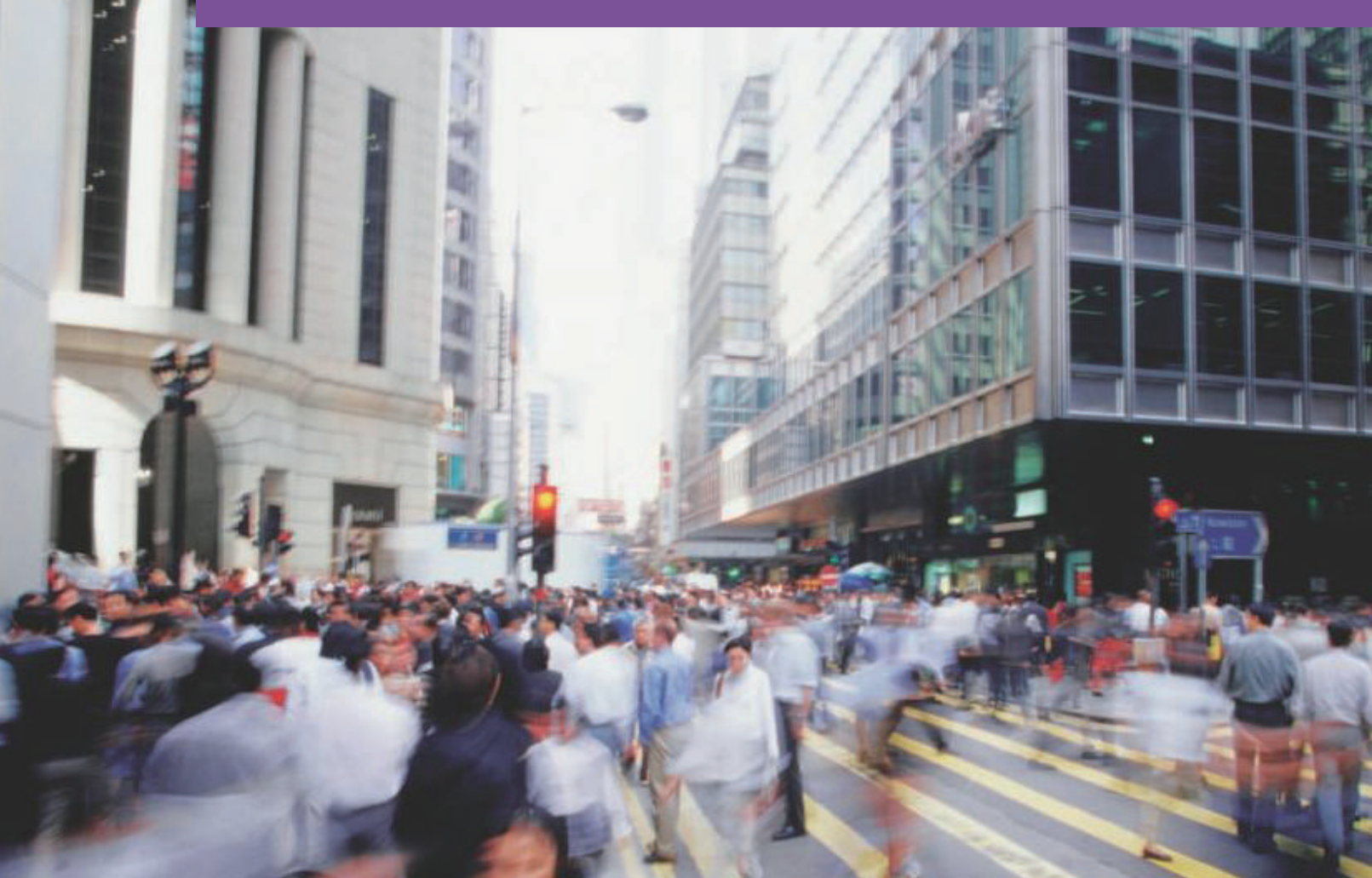


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In a world of increasing complexity, there is a way to be certain.

In a fast-evolving marketplace which demands leadership that brings results, there exists a way of certainty: Tata Consultancy Services (TCS). With TCS as your strategic advisor and partner, the ever-changing new landscapes of business become new vistas of opportunity, from digitally connected consumers to big data to emerging markets to end-to-end solutions for transforming your organization. TCS offers you market-proven, world-class experience, expertise and guidance to show the way for your business to evolve. As the designated global IS partner of AIESEC, we developed the ACE program to enable young professionals to experience certainty with TCS. **Visit aiesec.org and you're certain to know more.**



IT Services
Business Solutions
Outsourcing

TATA CONSULTANCY SERVICES

Experience certainty.



Our Purpose

We create exciting and inspiring leadership development experiences for young people around the world every day.



OWN OUR
Promise
Break Through
LIMITS



My name is Rolf Schmachtenberg and for the past year I have had the privilege of being the President of AIESEC International. Together with my team and with the Presidents of 124 entities I have been busy transforming AIESEC into becoming the world's most collaborative, purposeful and driven youth movement.

When asked about my role, I always have said that it is a balance of purpose and responsibility; AIESEC's purpose of providing youth leadership to the world, and the responsibility towards its almost 100,000 members. It is in this balance that I learned my lessons of leadership this year, which I would love to share with you.

The ambition and purpose of impacting the world through AIESEC, to have an impact on my team and my Presidents' would sometimes keep me awake at night. Decisions, concerns, challenges - what is the right thing to do?

On July 16th, our second day in office, I was on a plane to Egypt. The decision was whether to go ahead with our largest annual conference - International Congress - which was scheduled to kick off in Sharm-el Sheikh a month later. Is it not AIESEC's role to show the world how youth choose understanding and peace in moments of violence and revolution? On the other hand, what kind of leader takes 800 young people into a country that is going through a revolution? Who do you turn to for advice and guidance?

In November we were deciding if we should invest more than had ever been done into a new global information system. It would mean putting in more resources and managing massive organisational change eventually changing the very way the organisation operates in a digital world. At the same time it would mean less resources towards short term needs of the organisation in order to bet on the future. How do you know what is the right decision?

In February, we had International President's meeting. We were falling short of the organisational transformation that represented the dreams of generations of AIESECers before us. Should we change our ambition? And in turn accept that changing the world is very difficult, and that we can't do it? Should we accept the limits of our organisation because they are difficult to break through? If you were President - what would you do in front of your plenary?

In my year as President of AIESEC International I learnt a simple lesson. Leadership is not about how you can impact and change others, but how you impact and change yourself. In my case it meant to change who I am, how I think, what I say, how I behave and what I do. To be aware of myself and to take responsibility for the world around me. To always ask the simplest of questions, like "What can I do?" and to stop looking to others and what they will do. Not to seek to change people, but to be the best version of myself.

Message

From the

PAI*

*PAI = President of AIESEC Internationals

When I am faced with these types of decisions I must be conscious of the way I think, the way I listen, the way I support people, the way I behave and the way I act. And if I do that then maybe - just maybe - I can fulfill the purpose of this role and the responsibility in front of me. And the AIESEC I lead can do the same.

Enjoy our annual report -and I wish for you the experience of leadership.



Rolf Schmachtenberg

President
AIESEC International 2013 - 2014



What we Envision

Peace &
Fulfillment of
Humankind's
Potential

“

Our Values

Demonstrating Integrity

Enjoying Participation

Striving For Excellence

Living Diversity

Activating Leadership

Acting Sustainably

Our Impact

AIESEC is an

international platform

enables young people

to explore and
develop their

leadership potential

for them to have a

positive impact

in society.

”



The AIESEC Way In Action

The Way We Do It

AIESEC is a global, non-political, independent, not-for-profit organization run by students and recent graduates of institutions of higher education. Our members are interested in world issues, leadership, and management. AIESEC does not discriminate on the basis of race, colour, gender, sexual orientation, creed, religion, national, ethnic, or social origin.

AIESEC provides its members with an integrated development experience comprised of leadership opportunities, international internships, and participation in a global learning environment.

This is the AIESEC Way.

This year, many AIESEC entities contributed to our vision of peace and fulfilment of humankind's potential by tackling the issues that were most relevant to their entities. In Colombia, Ukraine, Brazil, Egypt and countless other entities, AIESEC leaders lived our values and ensured our platform was enabling young people to explore and develop their leadership potential to have a positive impact in their society.

This is the AIESEC Way in action.



AIESEC in Egypt
IC 2013

Sharing Our Stories

Colombia

When the members of AIESEC in Colombia looked around their country, they realized their education system was not meeting the needs of their people. Member Committee President of Colombia, Ana Saldarriaga, and her team recognized that AIESEC had the potential to solve this problem. Ana and her team partnered with the government of Colombia to run a program unlike any other in the AIESEC network that brought over a hundred English teachers into cities across the country through the Global Talent Programme.

“Finding the right purpose behind the Global Talent Programme was key to making the programme grow in Colombia. I was asking our members constantly, with every touchpoint that we had, “if you could change something about your city, your state, your country, what would you change?” and we discovered that one of the most important things to members of AIESEC was changing education at every level. I realized this was where we were going to make a difference. If you manage to get emotional buy-in from members they may question your strategies or your timelines but they will never be demotivated or question why we should do this work.”

- Ana Saldarriaga Gómez,
Member Committee President of AIESEC in Colombia

Ukraine

When political crisis rocked Ukraine, Member Committee President Anastasia Delieva, who moved from Russia to Ukraine, and her team realized they could not go out themselves and solve the political crisis facing their country. Instead, they decided that by continuing AIESEC operations they would be enabling the development of alumni that would be able to go on and change the country with a scale of impact.

“As a country we faced a lot of concerns, conflicts, and misunderstandings this year - but we were inspired by the many needed projects that were initiated by or run with AIESEC participation! We do not need to invent extraordinary things, AIESEC is extremely needed and relevant in Ukraine. Our daily work is to put all our efforts to develop more bright individuals who are ready to stand for their country and prove it through real actions and it's what we as a non-political organization have the power to do.”

- Anastasia Delieva,
Member Committee President of AIESEC in Ukraine

Brazil

Looking around their country, Brazil's Member Committee President Mila and her team realized that there were not enough young leaders tackling the social issues facing Brazil. Mila's team decided that, instead of trying to grow all of the AIESEC programmes in Brazil, focusing on growing the Global Talent programme would make the most impact on their entity by providing professional internship opportunities. From this experience, Mila's team learned that, no matter how large or strong your entity, you will create larger and stronger impact if you focus on achieving one big goal instead of many small ones.

"As President, I learned that you need to be very conscious of what your purpose and focus are because in AIESEC you only have one year to do something. In a big entity like Brazil, with 3,000 to 4,000 members, it's really hard to connect everyone to your focus area but for me it was one of the most important things we had to do. You really need to communicate the idea that we are not going to change everything in one year because it's impossible - but these are the things we are going to do and we're keeping these things on track throughout the whole year."

- *Camila Soares,*
Member Committee President of AIESEC in Brazil



AIESEC in Colombia Member Committee

Egypt

Weeks before AIESEC's 65th International Congress was to be held in Sharm el Sheikh, Egypt, political crisis broke out in the nation and the AIESEC International team had to decide whether 800 delegates from 124 different countries and territories would still travel to Egypt to attend the conference during such a volatile time. After extensive discussion of risk mitigation measures and of what it truly meant to stand by Egypt in a time of crisis, the team decided that IC 2013 would go on as planned. If AIESEC truly wants to be developing the leadership the world needs, we could not shy away from the problems around us.

"It's not everyday that you get a chance to show your country to the whole world. Give the world a taste of your traditions, culture and have them experience the beauty of it. But International Congress meant a lot more than that for Egypt. In August, Egypt had just went through many political changes and turbulence in the country, which the whole world was able to watch through the media- but very few truly understood. Taking the decision to hold IC in Egypt, at that time, was a stand from hundreds of youth, coming from all corners of the world that young people believe in a better future and are capable and willing to make these changes become a reality no matter how challenging the world is."

- *Omar Younes,*
Member Committee President of AIESEC in Egypt



AIESEC in Brazil Member Committee

Kazakhstan
 Kenya
 Korea
 Kyrgyzstan
 Latvia
 Lebanon
 Lithuania
 Mainland of China
 Malaysia
 Malta
 Mauritius
 Mexico
 Moldova
 Mongolia
 Morocco
 Mozambique
 New Zealand
 Nigeria
 Norway
 Oman
 Pakistan
 Panama
 Peru
 Poland
 Portugal
 Puerto Rico
 Republic of Macedonia
 Romania
 Russia
 Rwanda
 Senegal
 Serbia
 Singapore
 Slovakia
 Slovenia
 Spain
 Sri Lanka
 Sweden
 Switzerland
 Taiwan
 Tajikistan
 Tanzania
 Thailand
 The Netherlands
 The Philippines
 Togo
 Tunisia
 Turkey
 Uganda
 Ukraine
 United Arab Emirates
 United Kingdom
 United States
 Uruguay
 Venezuela
 Vietnam

Entity Map

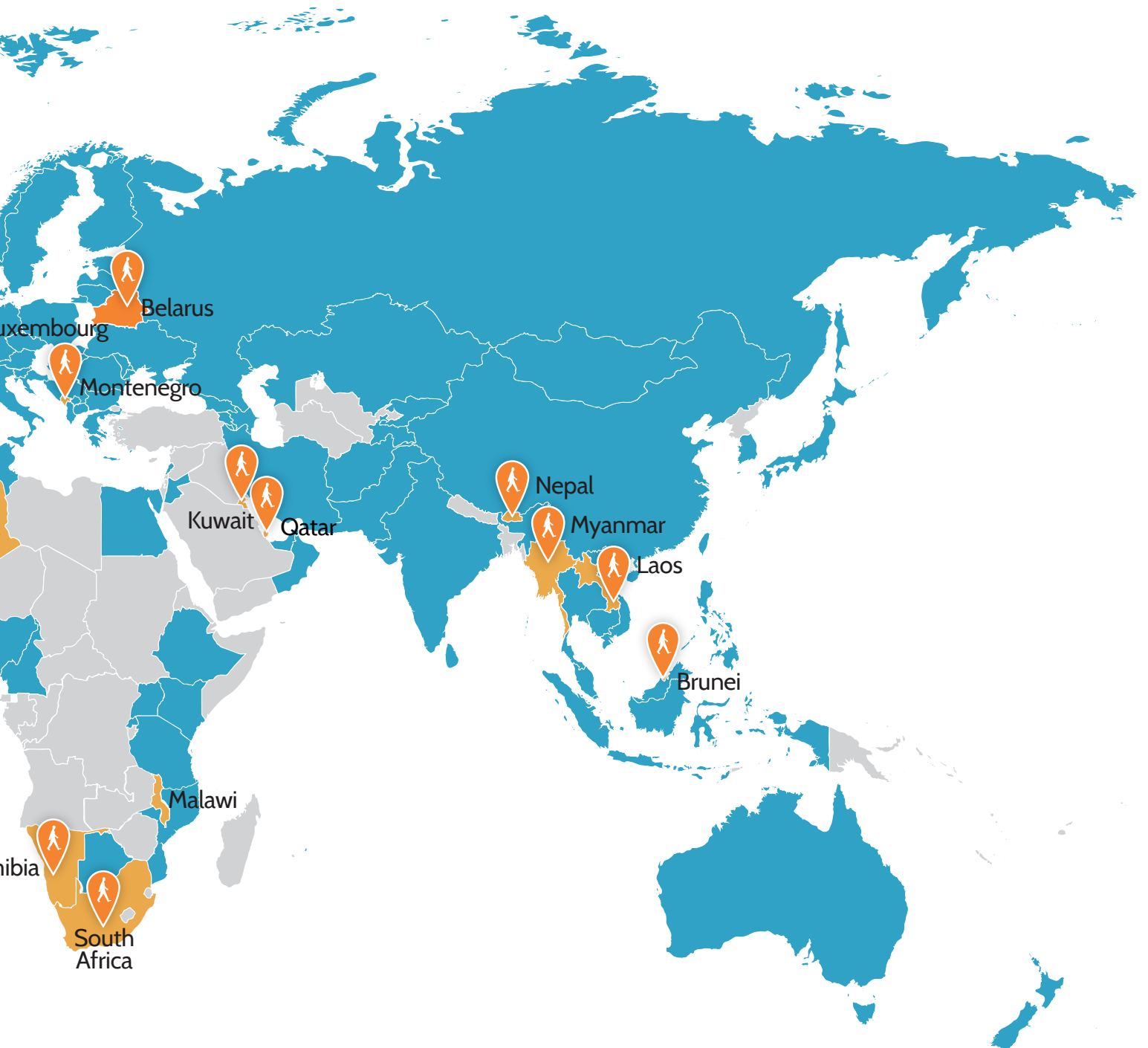


 Entities

 Expansions

Afghanistan
 Albania
 Argentina
 Armenia
 Australia
 Austria
 Azerbaijan
 Bahrain
 Belgium
 Benin
 Bolivia
 Bosnia-Herzegovina
 Botswana
 Brazil
 Bulgaria
 Burkina Faso
 Cambodia
 Cameroon
 Canada
 Chile
 Colombia
 Costa Rica
 Cote D'Ivoire
 Croatia
 Czech Republic
 Denmark
 Dominican Republic
 Ecuador
 Egypt
 El Salvador
 Estonia
 Ethiopia
 Finland
 France
 Gabon
 Georgia
 Germany
 Ghana
 Greece
 Guatemala
 Hong Kong
 Hungary
 Iceland
 India
 Indonesia
 Iran
 Ireland
 Italy
 Japan
 Jordan

See AIESEC's impact in **125** countries and territories
106 entities **19** expansions





Global Alumni Impact Study

Creating Leaders Since 1948

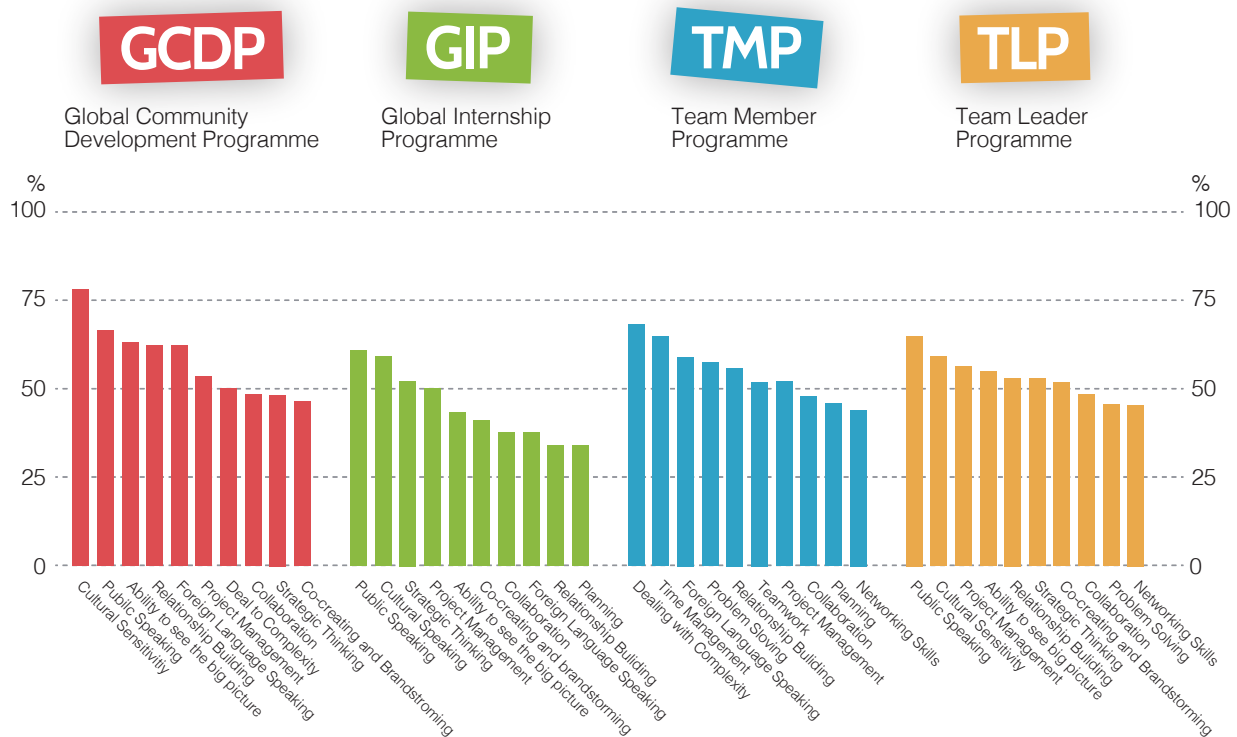
AIESEC enables leadership development in young people to make lifelong positive impact on society. The AIESEC Global Alumni Impact Study surveyed alumni to better understand the leadership development that AIESEC enables in its members, the particular leadership traits exhibited by AIESEC alumni, and the subsequent social impact that they go on to create in the world.

The study of 1,087 alumni found that AIESEC's member experience programmes, the Team Member and Team Leader Programmes, were essential to the development of effective communication for alumni while AIESEC's exchange programmes, the Global Citizen and the Global Talent Programmes, were essential to the

development of cultural awareness for alumni. The Global Talent Programme also contributed to the development of effective communication and self-awareness of alumni.

Overall, the AIESEC Global Alumni Impact Study was able to identify the successes of AIESEC in enabling leadership development in young people to make a positive impact on society, even after they leave the organisation. The report was also able to identify areas in which AIESEC can improve and innovate in its programs to deliver better leadership development experiences. The study provided useful insights to assist the continued growth and development of AIESEC in working towards its mission.

Top ten skills that alumni reported gaining from their AIESEC experience, by programme:



Quotes from our Alumni

“AIESEC’s international opportunities and the many talented people I met through its global network gave me the confidence to follow an untraditional career path and contribute to fixing some of the world’s problems rather than settle for a typical existence based on the expectation of others. I’m very pleased to have my AIESEC experience as a foundation for whatever challenge I choose to tackle.”

- *Alumnus from Canada*

“AIESEC made me realize who I am and who I want to be ... It taught me how to perfect what I was good at, and how to work with what I wasn’t good at. It gave me my true passions – PR, communications, leadership, innovation, and a world of social causes to fight for.”

- *Alumnus from Bangladesh*

“The values that drive my life were defined during my time in AIESEC and the original learning plan I developed when I was still in AIESEC still influence my life and who I am as a leader in the corporate world.”

- *Alumnus from Brazil*

What if you could build your future and create the future?

Join the team that's transforming the way the world communicates!

"Many of the engineers who have joined us from the program are very helpful, want to learn and have a great attitude towards the needs of the business. They are flexible and show an interest in getting involved in different tasks."

IP Routing & transport



Pier Aronna-Cure,
UK

"The AIESEC interns have the professionalism & drive needed to work in a complex multinational company. They are very dependable and always looking for solutions to get the work done."

Human Resources

"In each case the interns have added value to the team by demonstrating a willingness to learn, an eagerness to prove themselves on the assigned responsibilities, and perhaps most importantly the ability to take on various responsibilities and adapt to changing priorities."

Piers Kirby,
Netherlands



Radwa Hafez,
Egypt



"Not only have I been able to work in a global telecoms company, but I've been able to set out a learning plan within the company; providing me with tools to improve my skills, and steps towards achieving my future goals."

David Marquis,
Venezuela



"I am learning both from the business environment in Alcatel-Lucent and from my host country while experiencing other cultures by meeting international interns. This is a very valuable experience I will be able to take advantage of in my future career but also in my daily life."

Monika Kovarikova,
Czech Republic



Our Generation

AIIESEC 2015 is a promise to deliver more and better experiences, to innovate and challenge us in our mission of youth leadership development.



The BHAG

(Big Hairy Audacious Goal)

Engage and develop every young person in the world.

AIESEC 2015

- Our growing physical and virtual reach makes us the most credible and diverse global youth voice.
- We are recognised 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-generation positive impact on society.

Leadership

Through

Cultural

Change

At all times we remain true to our essence, the AIESEC Way, while stretching ourselves to create the scale of impact we envision: the BHAG. Together, the AIESEC network set a five year ambition to provide us with a starting point for strategic five-year goal setting to become the organization we dream to be: AIESEC 2015. This will force us to evolve to the new era of AIESEC: Big AIESEC. We are the ones who will lead us to this new era of AIESEC. We are Generation 2015!

Gen 2015 Projects

We Deliver Quality Experiences

We want every AIESEC experience to be a high quality life changing experience, so we committed to new standards across our programme.

See page 19 for more information about the new Global Citizen quality standards.

Making Global Talent Happen

Even though the Global Talent Programme is the oldest AIESEC programme it is not the largest or fastest growing. In order to achieve AIESEC 2015 we had to increase our commitment to Global Talent.

See page 21 for more information about the Global Talent Programme.

AIESEC 2015 Measures of Success

In addition to measuring the number of experiences we deliver in our programmes, we began including the Net Promoter Score (NPS) of our exchange programs in the 2014 measures of success to show our commitment to greater quality in our programmes while tracking progress towards greater quantity and the ambitions of AIESEC 2015.



The Leadership Lesson of Generation 2015

We believe leadership is the fundamental solution and creating better leaders is our contribution to building a better world. That's what AIESEC 2015 is all about.

AIESECers of Generation 2015 are defined by three behavioral characteristics: Collaborative, Purposeful, and Driven. In order to fulfil our legacy projects and achieve AIESEC 2015 we had to learn how to change the culture within the organization and embrace the behaviours of Generation 2015. By focusing on behavioural change through value based recruitment and induction and the development of our LEAD programme at every level of the organization we were able to embrace this change.

This year, to progress towards the goals of AIESEC 2015, we focused on our Generation 2015 Legacy Projects:

Share Your Story

This year we focused on talent planning, team minimums, and organizational development as the key to developing the talent we need to achieve AIESEC.

See page 23 for more information about the member experience programmes, the Team Member and Team Leader Programmes.

Global Information System

We are creating Big AIESEC Online by investing in and building a new information system for AIESEC to use to drive operations.

See page 25 for more information about the Global Information System.



Our Global Citizen leadership lesson this year was that the role of a leader is to unite others behind a common purpose. This year, in order to live Big AIESEC and fulfil AIESEC 2015 the Global Citizen Programme, our fastest growing programme, we had to commit to purposeful exchanges, so that our programmes weren't just made up of passionate members, they were entrepreneurial and relevant to the communities they ran in. This year the network changed their perspective on how we see the Global Citizen Programme so we could achieve even bigger and better impact.

Purposeful

Global Citizen Programme

AIESEC's Global Citizen Programme connects students and recent graduates to volunteer projects across the world.



24,757

Experiences Delivered

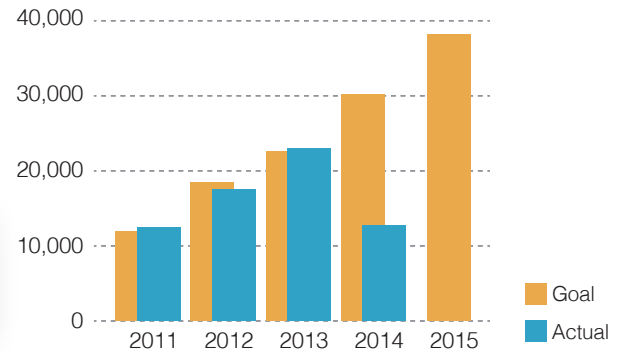
Net
Promoter
Score

65

Growth

18%

Global Community
Development Programme



Purpose through Clarity

This year we launched the Global Citizen brand to better represent the topics that interest the target audience we are looking at for our volunteer projects. Clarity in our brand enables better communication of our purpose to our customers, resulting in delivery of higher quality experiences to our customers through focused audience targeting and appropriate expectation setting.

Purpose through Impact

This year we introduced the Social Business Model to redefine the Global Citizen Programme. By working to make our Global Citizen Programme more externally relevant and making sure our projects addressed the most pressing issues within communities the sustainability and quality of our experiences improved.

Purpose through Standards

This year, we committed to quality in all of our Global Citizen experiences by introducing 16 quality standards to AIESEC's international legislation. Focusing on quality in our programmes will enable even greater impact on the communities we reach, and even more life changing experiences for our members.

Case Study: AIESEC in Ghana

While Member Committee President of AIESEC in Ghana, Shayo Tinuoye, and her team had not originally planned to make the Global Citizen Programme the focus of their term, they quickly realized the programmes potential to be both purposeful and impactful. Focusing on projects that were important to communities in Ghana, like agriculture and information technology literacy, enabled the programme to grow and become sustainable for AIESEC in Ghana and helped establish national partnerships with companies like Bacardi and Microsoft!





GLOBAL TALENT

Our Global Talent leadership lesson this year was leaders cannot exist alone. This year, in order to live Big AIESEC and fulfil AIESEC 2015 we had to commit to the Global Talent Programme, our oldest programme, like never before. One entity working towards raising Global Talent participants would never achieve success without a collaborative entity working towards raising Global Talent positions.

Collaborative

Global Talent Programme

AIESEC's Global Talent Programme connects students and recent graduates to professional internship experiences across the world.



5,340

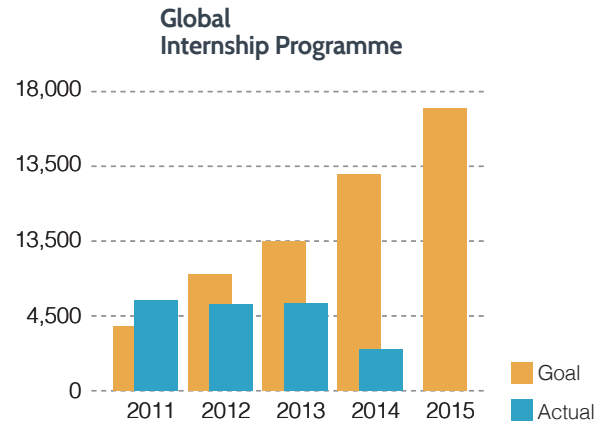
Experiences Delivered

Net Promoter Score

35

Growth

0.4%



Collaboration with Clarity

This year we launched the Global Talent brand to better represent the topics that interest the target audience we are looking at for our internships experiences. Clarity in our brand enables better collaboration between AIESEC entities, resulting in delivery of higher quality experiences to our customers through supply and demand alignment and appropriate expectation setting.

Collaboration with Commitment

Starting from International Presidents' Meeting in February, we were able to create a movement in the network for an increasing commitment to Global Talent growth with more entities focusing on the programme and increasing their goals. The creation of a marketplace to consolidate international supply and demand goals allowed better alignment of our goals and an increase in the network's goals 7,000 to 12,000 Global Talent experiences.

Collaboration with Focus

While increased commitment to the Global Talent Programme was necessary to grow the number of experiences we offered, without focus on certain Global Talent subproducts we would not be able to realize the experiences we created. This year increased focus on two of our successful subproducts, teaching and marketing, allowed for realization of more high quality experiences.

Case Study: AIESEC University of Aegean in Greece

When looking at their local industries, AIESEC University of Aegean in Greece recognized that tourism, a core industry in Greece, was an opportunity for them to focus on the Global Talent Programme. When a hotel chain that wanted to develop their marketing department approached the Local Committee, they were able to collaborate with the hotel chain to raise traineeships and collaborate with a Local Committee in Ukraine to match those traineeships. Their collaborative mindset led AIESEC University of Aegean to realize 90 traineeships with their hotel partner!



Our Team Member and Team Leader leadership lesson this year was that leaders empower others. This year, in order to live Big AIESEC and fulfil AIESEC 2015 the Team Member and Team Leader Programme has to commit to behavioural changes to empower our members to be the capacity driving our operational goals.

Driven

Team Member Programmes

Team Leader Programmes

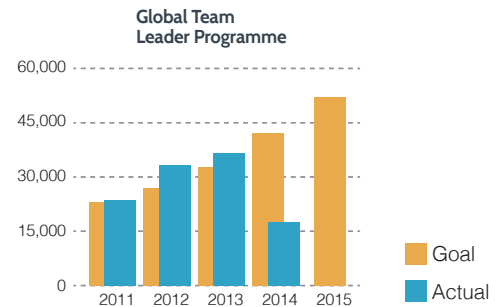
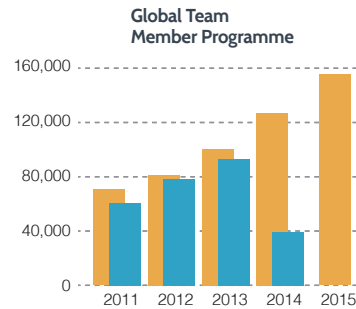
AIESEC's member experience programmes, the Team Member and Team Leader Programmes, connect students with professional development opportunities.



83,929 TMP
35,089 TLP
Experiences Delivered

Net Promoter Score
52 for TMP
64 for TLP

Growth
-12% for TMP
-5% for TLP



Driven by Planning

Through membership and leadership talent planning we were able to contextualize the AIESEC 2015 measures of success as the intersection of the operational programmes, Global Citizen and Global Talent, and the membership programmes, Team Member and Team Leader. Through planning we were able to understand how many members we need and how they need to be trained to achieve AIESEC 2015.

Driven by Expectations

By setting team minimums for performance we were able to set expectations for the contributions of our members. Understanding the contribution that can be expected from our membership allows better understanding of the capacity that we need to develop to achieve our goals.

Driven by Development

Introducing the organizational development model allowed for clustering of Local Committees through common patterns based on current reality, expected results, and overall health to ensure a customised, strategic approach to their growth.

Case Study: AIESEC in Serbia

At the start of their term, Serbia's Member Committee President, Aleksa Nikolic, and his team realized their measures of success did not include their most important resource - their members. They committed to prioritizing the Team Member and Team Leader Programmes and spent a year focusing on human resources business intelligence, team minimums, and tracking to boost productivity and leadership development in both programmes. As a result, AIESEC Serbia saw a thirty percent increase in member productivity!





**AIESEC
2015**

myAIESEC.net

**Opportunity Portals
for EPs and members**

**Business Int
for all our members**

10 years from now we will say...

“We achieved 2015 by empowering a generation with the technology to be smarter and faster than ever before.”

NPS

100,000 members
of Gen 2015

Global
Information
System

Market Place

Intelligence
and customers

Why do we need a new Global Information System now ?

From 1948 until 2011 we provided 257,079 exchange experiences.

We aim to deliver nearly 1 million experiences by 2015 (cumulative experiences from 2010-2015) - that's 60% growth in the Global Citizen programme and 220% growth in the Global Talent programme in the next 18 months!

We are a purposeful, collaborative, and driven generation of 100,000 young leaders, ready to achieve AIESEC 2015 and beyond, but we'll never make this jump with yesterday's processes and today's platforms.

If we can connect our resources to be faster, smarter and more efficient we can achieve 2015



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For further information and to apply, visit: www.dhl.com/careers

BRING YOUR AIESEC EXPERIENCE TO DHL AND LEVERAGE YOUR POTENTIAL.



Cindy Rocha
Corporate Responsibility, DHL Express,
DHL Express Central and South America

I learned about Deutsche Post DHL during my years in AIESEC, and I was immediately attracted to the internationalism, diversity of the group and the similarity with the AIESEC values.

DHL was a natural step when looking into career opportunities, and I was happy to be selected as a Graduate Trainee in the Business Development and Special Program area at the regional office for DHL Express Americas. DHL provides an environment where you are empowered to take on more responsibilities from day 1.

The vast AIESEC Alumni network is definitely a plus that provides mentoring and career advice in a platform of unlimited opportunities. I am convinced that DHL is the best option for any AIESECer looking to contribute for challenging goals in a growth-oriented, collaborative environment.



Andreas Baller
Marketing & Sales Country Director, DHL Global
Forwarding,
Philippines

My Career within the Group

I joined Deutsche Post DHL as an AIESEC intern in 2005. I was a Management Assistant to the Regional CO of DHL Global Forwarding Asia and Pacific. After my time in Singapore, I had the chance to work in Japan as Country Strategy Manager and in several Sales Management Positions. Since June 2012, I am heading the Marketing & Sales organization in the Philippines

DHL gave me the opportunity to continue with what I started in AIESEC: Living diversity and challenging myself every day to further learn and grow. I am very grateful for all experiences and believe that DHL & AIESEC are the ideal partners thanks to their unique global networks and drive to change

Our Lessons in Leadership



"Leadership is about having a strong vision but being flexible in how one achieves that vision."

Derek Vollebregt,
Canada



"This year on AIESEC International what I learned about leadership is that leadership is about the people you are leading, because they are the ones making things happen at the end of the day. For me to be successful, my team had to be successful."

Katrina Oropel,
USA

"This year what I learned that leadership is all about allowing yourself to be the best version of yourself. When you discover what you truly want - your passion - and you combine it with your strengths and with doing something truly meaningful, that is when you become the best version of yourself."

Sophia Fan Xuefei,
Mainland of China



"My lesson in leadership is about how much a vision can bring to a team and how much a vision can bring to an organization. It just changes the game."

Cassandra Ruggiero,
Canada



"This year I learned that believing in yourself and being confident are the key success factors for an individual or a team. I also learned about the power of a common team purpose and what an aligned team can do together."

Nikita Singh,
India



"This year, working in the global office, I learned that leadership is about human interaction. If you don't have direct interaction from people, gaining energy from them in order to give back, you cannot be a good leader."

Kasia Czubak,
Poland

"Working on such a global team this year, I learned that every single person has a unique thing to offer. Only when everyone on the team is offering that thing - which is unique to them, which they are best at, which they care the most about - only then can, collectively, the group take on the world."

Rachel Whitehead,
New Zealand



"This year I learned a lot about leading innovation in the organization, in innovation failure is the way to success. In order to make a breakthrough you need to try, you need to play, you need to change your attitude from 'I failed' to 'I've tried, I've done my best, and now I know to do better next time.'"

Olga Tsygankova,
Russia



"Ambition is the main source of excitement towards success. Persistence and focusing on strengths is your vehicle to get there."

Firnando Sirait,
Indonesia



"This year, I learned that leadership is about taking people with you, to make them understand your ideas and your dreams. Once they understand that and work with you, they can take it much further and your impact becomes more lasting."

Johannes Ide,
Germany

"Leadership for me is about inspiration. It is inspiring other people to achieve the impossible, to achieve their goals and dreams, and about inspiring them to make it really happen."

Krystian Koronowski,
Poland



"This year on AIESEC International, what I learned about leadership is that it requires the combination of having the wisdom to know the right thing to do and also the courage to follow through with real actions."

Cole Wirpel,
USA





"Working in the global office, one thing I learned about leadership is that it is very important to be open and vulnerable because that will allow you to be more connected to your team and those around you."

Dominic Tremblay,
Canada



"What I learned about leadership this year is that a great leader is a great listener."

Essa Esam,
Bahrain

"For me, leadership is about having a great ambition and working together with the right people to make it happen."

Charlotte Eijsvoogel,
The Netherlands



"This year on AIESEC International, the most important leadership lesson I learned was how to be adaptable as a leader, to situations but also to the people around you."

Ramita Vig,
India



"What I learned about leadership in my time in AIESEC International, is that great leadership is in the details that empower and develop your team just as much as it involves having a strong vision and doing the big things that actually change the world."

Crisette Arcilla,
The Philippines



"This year, on AIESEC International, I learned that a leader is someone who shows the destination, shows the path, clears the path, and then gets out of the way so that every single individual on their team can move forward at their own pace."

Milena Nguyen,
Vietnam

"This year what I learned about leadership is how strongly culture influences leadership styles and how difficult it is to manage multinational teams when everyone is expecting something different from the leader."

Peter Kürti,
Slovakia



"Leadership is a choice. Choosing to be a better version of yourself every day. Choosing to take responsibility for things in your world. And that choice is one you have to make again and again, every day. A choice to lead."

Rolf Schmactenberg,
Norway



"During my AIESEC International journey, I learnt the importance of implementation. We spent 6 months trying to be strategic and on how to communicate that strategy to the network. In the end we understood that implementation is our key bottleneck, and we need the right people to make that happen."

Vinicius Tsugue,
Brazil



"This year, in the global office of AIESEC International, I have learned how to be authentic, how to understand my personality, how to stick to my values, to who I really am and to what I believe in. I have also learned how to respect and appreciate diversity by working with a group of people coming from different parts of the world. I have also learned how to be a better leader by becoming a better version of myself."

Júnior Mendonça,
Brazil

OWN OUR
Promise
Break Through
LIMITS

**AIESEC International Team
2013-2014**



WHAT WE ARE LOOKING FOR

Individuals who are open-minded and receptive to new ways of doing things. We look for people who do not shy away from new challenges. Our ideal employees are talented, self-motivated, goal-oriented and have a passion to succeed.

For more information visit our career webpage:
www.electrolux.com/careers



Thinking of you
Electrolux

Our Network

In an age of increasingly global consciousness and connectivity, we need leadership today that is more inclusive, collaborative and authentic than ever before.





The AIESEC International Supervisory Group

Letter from SG Chair

I've been for ten years now serving on the Supervisory Group and AIESEC never ceases to amaze my SG colleagues and exceed our expectations. As they approach 2015 and the ambitious target of engaging all youths, we've seen in the past twelve months how the AI team once again has innovated and reinvented ways of working, structures and initiatives.

Time and time again we have learned from young leaders who are half our age, how to tackle complex challenges equivalent to those faced by large multinational corporations. The difference is that these challenges leave corporate management teams bewildered, while at AIESEC they seem to stimulate creative action. The bottom line is that AIESEC resolves issues in half the time (or less!) than the time taken in large corporate institutions.

Yet another lesson learned this year is that instead of looking to our forefathers for inspiration and guidance, perhaps we could do better by looking to the younger generation and learning from them how to adapt to change and lead it, rather than become its victims. Hey AIESEC! Continue to inspire us by being the voice of youth and leading the journey towards a better world for all people in our planet!

Fernando Lanzer

Chair, Supervisory Group
AIESEC International 2013 - 2014



The AIESEC International Supervisory Group advises and supports the AIESEC International team. The challenging dialogue they inspire continues to be a key factor in keeping AIESEC a dynamic, healthy organization growing sustainably towards our vision of peace and fulfilment of humankind's potential. We sincerely thank them for their contribution to the successes of this term.

Supervisory Group Names

Fernando Lanzer

Self Employed Management Consultant and Author

Aniko Magasházi

PhD student

Jan Muehlfeit

Chairman Microsoft Europe

Andrew Rizk

CFO, Red Cross and Red Crescent Societies

Phil Clothier

CEO, Barrett Values Centre

Carsten Sudhoff

Founder, Circular Society

Simon Bennett

Partner, Fox Williams LLP, Solicitors

Dorothy Hillenius

Director of Corporate Development, ING Bank

Florent Mei Yi

Consultant, McKinsey and Company

Enrique Villalon

IT Management & Enterprise Architecture Consulting

Andrew Rowe

CEO at AllMed Healthcare Management

Karel de Baere

Chairman and Senior Partner, PwC Belgium



Partnership with Purpose

Global Partners

In the past year we took steps to make sure that all of our global partnerships, new and old, were founded on shared purpose, making those partnerships stronger and more successful. We engaged our partners in shared purpose through exchanges, physical and virtual partner launches, and engagement in platforms such as the rebranded Youth to Business Forum.

A Partner with Purpose: Electrolux



Electrolux

Electrolux, AIESEC's global partner since 2003, exemplifies a partnership with shared purpose. In 2013, Electrolux and AIESEC celebrated their 10th anniversary as global partners and Electrolux was awarded Partner of the Year 2013 for offering more than 60 professional internship opportunities to young individuals worldwide as well as for content participation at diverse AIESEC events and forums in 2013. Thanks to a perfect match of AIESEC's and Electrolux values and behaviours, we are very proud and pleased to introduce that Electrolux has become the official sponsor of the 2014 Global Electrolux Excellence Awards. The Global Excellence Awards are the most prestigious and traditional rewards in AIESEC handed to the most performing and role-modelling entities in the network. Recognised entities are demonstrating values and behaviours of our organisation everyday. We believe collaboration together on the Global Excellence Awards is just another milestone in the long-term and successful partnership between AIESEC and Electrolux.

"For the past 10 years, Electrolux has supported AIESEC's mission of developing youth leadership by providing international work experiences to over 400 young people, delivering high quality content and thought leadership through our Global Youth to Business Forum, and contributing strategic insight and perspective by serving on AIESEC's partner advisory board. The Electrolux and AIESEC global partnership is a true example of collaboration, shared purpose and mutual value!" - Katrina Oropel, AIESEC International Vice President of Business Development



**Global
Youth to Business
Forum**

Youth to Business

Youth to Business Forum is an event that takes place in multiple locations around the world; bringing top young leaders together with business leaders, thought leaders, and experts for a conversation around pressing global issues with the aim to generate new, but most importantly, actionable ideas to that will impact the world and its future. This year, in order to strengthen the Youth to Business Forum as a platform for shared purpose we rebranded the event with a unique delegate experience and framework of Inspire, Engage, and Act.



Inspire

Top business and thought leaders from around the world are invited to share their knowledge with the delegates about the chosen forum theme. This section of the day is delivered through short and powerful talks and aims to inspire delegates and help to form their opinions for the rest of the day.



Engage

Our partner organisations engage with the youth delegates to give new perspectives on issues relating to the forum theme through workshops, conversations and idea generation spaces. Youth and business are able to interact, exchange opinions and understand what is being done in the world already to address the question of the day.



Act

The youth delegates take their learnings and insights from the day into a space where they are able to generate ideas, ask challenging questions and give their opinions on the actions that should be taken towards the theme of the day.

Learn more about Youth to Business, powered by AIESEC, at www.youthtobusiness.org.



Global Partners

Alcatel-Lucent 

Alcatel-Lucent, a key player in the telecommunications industry, is a long-standing partner of AIESEC. More than 450 interns have had an internship experience over the last 10 years and have brought their dynamism and entrepreneurial spirit to the company. Alcatel-Lucent is now focused on sourcing both global technical and non-technical talent through AIESEC in order to build tomorrow's future today.

Deutsche Post DHL

One of AIESEC's largest global partners, Deutsche Post DHL is the world's leading mail and logistics group. Since 1996, it has provided opportunities to over 1,000 interns, and every year it offers positions to 70 more, with a retention rate of over 50% following the internship.



EF Education First, the world leader in international education, has been a proud global AIESEC partner since 2010. EF shares very similar purpose and values with AIESEC as well as its mission: to open the world through education. The company created a customized global internship program for AIESEC leaders called the EF Diversity and Development program which has become very successful. In addition, EF extensively participates at global AIESEC conferences, Youth to Business Forums and many other initiatives based on various local partnerships between AIESEC and EF markets.

 **Electrolux**

Partnering with AIESEC for over 10 years and having hosted more than 350 interns around the globe makes Electrolux one of the strongest Global partners. This year, Electrolux was involved in region-based recruitment and technical talent attraction, making it possible for 50 young professional to join Electrolux team. Additionally, Electrolux was awarded Partner of the year and is the new sponsor of the Global Excellence Awards!

Euromoney Institutional
Investor PLC

Euromoney Institutional Investor is one of the world's leading B2B media companies. We operate in more than 150 countries and provide high quality financial intelligence to decision-makers such as government leaders, central bankers, CFOs and asset managers through our newspapers, magazines, websites, economic research and conferences. In 2010, we began to work with AIESEC through our regional headquarters in Hong Kong to provide AIESEC leaders with the opportunity to further their international careers and gain extensive exposure to the thriving Asian growth story.


**Husqvarna
Group**

Well-established partnership enables more than 20 international talents every year to experience the cutting-edge industry of Husqvarna Group. Satisfaction and quality of the programme is underlined by very high retention rate and continuous growth of the partnership. Husqvarna Group continues to support AIESEC's increasing engagement of technical talents.



IE is an international institution dedicated to educating business leaders through programmes based on our core values of global focus, entrepreneurial spirit and a humanistic approach. IE is a current Global Youth to Business Forum Partner and a very active supporter of local AIESEC chapters worldwide.



Since 2006, ING has sponsored the Global Leadership Awards, and in 2011 launched an initiative that fits AIESEC's top talent: the ING International Talent Programme - a three-year graduate programme, offered in different countries around the globe, which gives new opportunities for development, growth and international experience.



International SOS is the world's leading medical and travel security services company and has been a Global Exchange Partner since 2013. The partnership spans several locations and aims to provide opportunities to support the development of young people and to have access to high-potential young talent from all over the world. Starting in 2014, International SOS has been providing medical and travel security to thousands of AIESEC members going on an international internship or volunteer experience.



Focused on innovation and quality, Logitech designs personal peripherals to help people enjoy a better experience with the digital world. Logitech started in 1981 and lately became the worldwide leader in computer mice. Logitech is a new Global Partner providing exciting internship opportunities to young AIESEC leaders in Europe.



A Global Partner since 2006, Microsoft has realised more than 60 internships. Centred in Community Affairs, Microsoft and AIESEC co-created initiatives and projects involving technical talent in Europe.



As one of AIESEC's largest internship partners, TCS works strategically with AIESEC on attracting talents for their global projects within the ACE Program, while supporting AIESEC in maintaining MyAIESEC.net, the global internal platform which connects the global network.



UCB is a global biopharmaceutical company who connects patients, people, and science in new ways to make breakthroughs in the health industry. A Global Partner since 2013, UCB has provided over 20 internships across Belgium and the United States to high-profile candidates.



The global partnership between Unilever and AIESEC is focused on building a global employer brand in order to attract the best and the brightest minds. The partnership focuses on supporting collaboration between the two organisations with an overall objective of recruitment of AIESEC talent looking to make an impact in this exciting industry by joining Unilever's global talent pool."



PwC has proudly been supporting AIESEC globally now for more than 40 years. The partnership includes extensive cooperation in the Global Internship Programme, international conferences and online spaces for engaging AIESEC'ers on important world issues and business trends, as well as Alumni and Advisory support, with a specific focus on financial and organisational sustainability for AIESEC's local offices.



AIESEC International's newest Global Partner, Wings on Board, is a privately owned company operated by Control Towers Holding Group. Wings provides a unique logistics opportunity for clients through its premium on-board global courier services. The AIESEC-Wings partnership aims to provide 10 global internships across multiple countries in 2014.

The Global Excellence Awards 2013

The Global Excellence Awards are the most prestigious and traditional rewards in AIESEC handed to the highest performing and role-modelling entities in the network.

Global Entrepreneurial Award: AIESEC in Nicaragua

Regional Excellence Award for Middle East and North Africa: AIESEC in Egypt

Regional Excellence Award for Western Europe and North America: AIESEC in Italy

Regional Excellence Award for Africa: AIESEC in Ghana

Regional Excellence Award for Central Eastern Europe: AIESEC in Russia

Regional Excellence Award for Iberoamerica: AIESEC in Colombia

Global Excellence Award: AIESEC in India



Global Network Awards

The ING Leadership Awards 2014



The ING Global Leadership Awards are an annual recognition awarded to countries and territories that have demonstrated outstanding progress toward AIESEC 2015 and the overall global direction.

Global Reach Award: AIESEC in Mauritius

Global Absolute Growth Leadership Award: AIESEC in Romania

Global Relative Growth Leadership Award: AIESEC in Argentina
AIESEC in Uruguay

Global Innovation Leadership Award: AIESEC in Germany

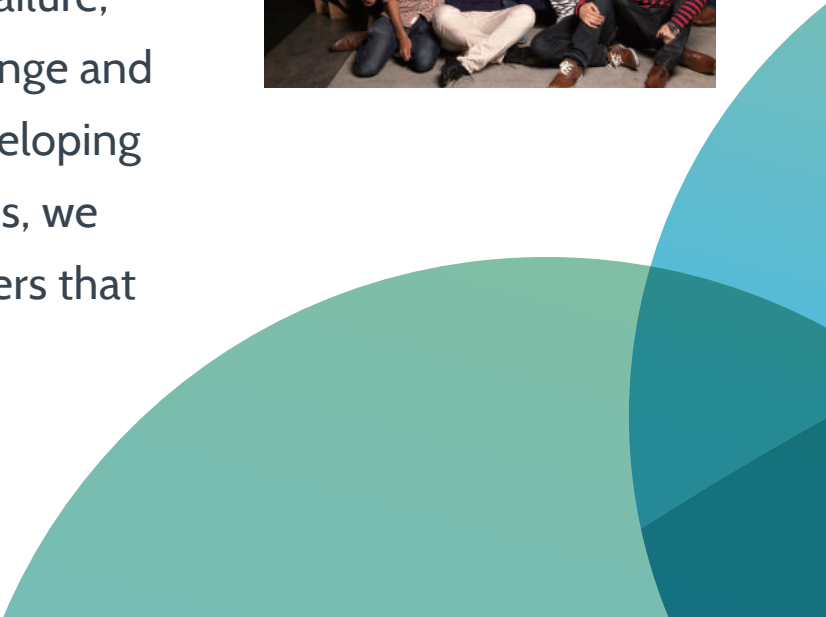
Global Network Contribution Award: AIESEC in Mainland of China

Global Achievement Award: AIESEC in Colombia





We learned how to empathise, embrace diversity, learn from failure, see opportunity in every challenge and live a values-driven life. By developing into better versions of ourselves, we will become the everyday leaders that the world needs.



Our Sustainability

Since our inception, we have been challenging and developing generations of purposeful young people.



Financial Report

The Financial year 2013-14 was an extraordinary year for AIESEC International for many reasons. Operational Expenses remained stable, while organisational investments kept increasing. With our legislated operational budget we continued to focus on the achievement of AIESEC 2015 and improving the organisational sustainability. Many extraordinary investments were made based on the context the organisation found itself in.

AIESEC Internationals operational budget and funds are determined by the Global Plenary of Member Committees. The operational budget is financed through Member Committee Contributions (51%) and revenue from global partners through sponsorships, donations and grants (49%); while the Global Plenary funds are financed completely by the Member Committees. Any excess revenue in one accounting period is invested into future operations. AIESEC International is a non-profit association registered in the Netherlands, and all financial operations are set up with the intention do deliver global impact.

BALANCE SHEET AS OF 31.05.2014	31 May 2013	31 May 2014
To report:	EUR	EUR
Fixed assets		
Intangible fixed assets	250,000	-
Tangible fixed assets	-	496
SUBTOTAL	250,000	496
Current assets		
Receivables	376,891	231,968
Prepayments and deposits	88,781	18,189
Short-term investments	391,497	387,512
Cash	1,278,945	1,670,682
SUBTOTAL	2,136,114	2,308,351
TOTAL ASSETS	2,386,114	2,308,847
Fund balances		
Operating fund	1,120,814	1,171,827
Restricted funds	769,365	816,075
SUBTOTAL	1,890,179	1,987,902
Deferred revenue	122,339	87,013
Current liabilities	373,596	233,932
TOTAL EQUITY AND LIABILITIES	2,386,114	2,308,847

Revenue:

Corporate revenue has increased again after two years of decrease and showed that purposeful partnerships help AIESEC to stand against external trends. The increased number of global partners and diversified corporate revenue sources helped to stabilize this trend. Overall the majority of AIESEC Internationals financial resources come from Member Committee contributions.

Expenditures:

Operational expenditures remained on a similar level, although there was an increased usage in travel and additional support in order to maximize AIESEC Internationals support to the network to deliver AIESEC 2015.

The main expenses were human resource costs of the global office and Global Information Systems for the network.

Investments:

In the beginning of the year the happening of the International Congress in Egypt was threatened by the political and security situation in the country. After investing into risk assessment and insurance solutions the conference took place and happened in a very safe environment and was a success for the organization.

STATEMENT OF REVENUE AND EXPENDITURE	Budget	2013-14	2012-13
01.06.2013 - 31.05.2014	EUR	EUR	EUR
Revenue			
Membership fees			
Global Service Fees	271,124	271,124	264,926
Affiliation Fees	331,374	331,374	323,799
Global Funds	209,837	209,837	194,196
SUBTOTAL	812,335	812,335	782,921
Sponsors, Donations, Grants			
Corporate	578,871	664,324	658,625
Non-corporate	-	-	-
Restricted Funds	-	31,571	34,101
SUBTOTAL	578,871	695,895	692,726
Other Revenue			
Financial & other Income	-	17,424	38,967
Restricted Funds	-	-	8,786
SUBTOTAL	-	17,424	47,753
TOTAL REVENUE	1,391,206	1,525,654	1,523,400
Expenditure			
Operating Fund			
Salaries and personnel	(565,367)	(581,908)	(520,845)
Training development	(11,850)	(11,735)	(9,828)
Office Costs	(56,020)	(56,643)	(55,274)
IM and BI	(314,640)	(313,534)	(278,272)
Financial Management	(29,298)	(26,271)	(26,032)
Legal expenses	(12,250)	(12,337)	(4,420)
Governance expenses	(32,229)	(32,183)	(21,345)
Meeting and conferences	(32,580)	(36,234)	(33,735)
Travel expenses	(70,250)	(71,706)	(70,280)
Additional Support	(36,750)	(36,692)	(11,247)
Alliances and Partnerships	-	-	(1,939)
Infrastructure	(12,135)	(11,683)	(10,527)
Research & Development	-	-	(48)
Network Audit & Control	-	-	-
Information Technology	(6,500)	(6,526)	(1,785)
Other expenditures	(1,500)	(5,568)	(1,218)
Depreciation/amort. assets	-	(496)	(992)
Bad debts and write-offs	-	12,039	(932)
SUBTOTAL	(1,181,369)	(1,191,477)	(1,048,719)
Restricted Funds			
Global Funds	(209,837)	(314,496)	(219,550)
AI Funds	-	(66,391)	(52,000)
SUBTOTAL	(209,837)	(380,887)	(271,550)
Strategic Reserves			
Extraordinary expenses IC Egypt	-	(51,013)	-
SUBTOTAL	-	(51,013)	-
TOTAL EXPENDITURES	(1,391,206)	(1,623,377)	(1,320,269)
Excess of revenue over expenditure	0	(97,723)	203,131

One of the big projects of the 2013-14 years was the development of new Global Information System. After the project development and research of potential vendors, AIESEC International made the decision to invest 400.000 EUR into the development of a new Information System for the Global Network to allow the organisation to capitalize on the 21st century technologies and scale up operations drastically.

As part of the initiatives for the AIESEC 2015 achievement, several projects of national entities were supported by global funds.

Result:

After several years of high surplus, which were reinvested into our global investment funds, this year generated a loss of 97.723 EUR. While the operational budget closed with excess revenue of 92.762 EUR, the loss was created by a net loss in the Global Investment Funds and the extraordinary investments for the International Congress in Egypt.

The operational surplus was mostly reallocated into reserves as it is the policy of AIESEC International to hold 1 year of operational funds in reserves. The overall loss of this year should not be seen as danger for the organization, as it simply shows that the creation of our Global Funds is aimed for times like this year where the organization needs to be able to invest a lot in order to unlock the organisations future potential.

Introducing THE

AIESEC International TEAM 2014-2015



(Back Row) Vishant Kothari, Omar Younes,
Aleksa Nikolic, Vinicius Tsugue, Michael Kevin Victor,
Giancarlo Ostuni, Johannes Ide

(Middle Row)
Emre Ergin, Ana Sofia Espejo, Zsafia Szabo,
Kevin Cornwell, Rafael Carvalho, Karim Swelim, Orion
Joss, Karolina Piotrowska, Lucia Taboada,
Gordon Ching

(Sitting Row)
Laura Law, Daria Axenova, Ana Saldarriaga Gomez,
Camila Serpa Soares, Gabriella Pimpao, Tala Mansi

ONE Purpose
BRAVE
Actions

AIESEC Global Annual Report 2013 - 2014

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Web Design –

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See more details? Visit our annual report webpage aiesec.org/2014

Special thanks to Omar Younes, Camila Soares, Anastasia Delieva, Ana Saldarriaga Gómez, Shayo Tinuoye, Aleksa Nikolic, Fernando Lanzer, and the AIESEC International 2013-2014 team.

AIESEC International photographs taken by Hannah Anthonysz fotografie.

The global annual report is distributed to members and partners of AIESEC and is available for download on our global website. This edition was compiled and edited at the AIESEC International office in the Netherlands.

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Published by
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