



Membership
RECRUITMENT

AIESEC in Turkey
Talent Management
1617

WHAT IS RECRUITMENT?

Recruitment refers to the overall process of analysing the requirements of the job, attracting, screening, selecting, appointing suitable candidates for work and integrating the new employee to the organisation (either permanent or temporary) within an organisation.

The process of finding and hiring the best-qualified candidate (from within or outside of an organisation) for a job opening, in a timely and cost effective manner.



TALENT
PLAN



PROMOTION



INTERVIEW



ALLOCATION



INDUCTION



TEAM
STANDARDS



RECRUITMENT
FLOW

LEARNINGS FROM PAST RECRUITMENTS

- Promotion needs to start earlier;
- Interview questions need to be revised to be more selective;
- Induction agenda needs to include Team Leaders education as well;
- Overachieving Talent Plan is not recommendable - buffer members should not exist and selecting members needs to be done based on skill and motivation and not to fill positions;
- Talent Allocation for iGIP and BD needs to be more balanced;
- We need to include IXP in our Talent Plan, promotion and allocation;
- On-ground promotion needs to be a priority;
- Membership recruitment should not be just VP TM's responsibility;
- Members need to be engaged in promotion.

PROFILES



LDM and
AIESEC
Values



Based on
skills

SELECTION

ALLOCATION



MEMBERSHIP PROFILE

We want to recruit people who have the **best potential** to develop the elements of LDM.



EMPOWERING
OTHERS



SOLUTION
ORIENTED



SELF
AWARE



WORLD
CITIZEN

And we want young people that **already represent** the values of AIESEC in their daily lives, before joining AIESEC.



STRIVING FOR
EXCELLENCE



DEMONSTRATING
INTEGRITY



ACTIVATING
LEADERSHIP



ENJOYING
PARTICIPATION



LIVING
DIVERSITY



ACTING
SUSTAINABLY

POTENTIAL TO
DEVELOP 4 LDM
QUALITIES



ALREADY
REPRESENTS
AIESEC VALUES



SUITABLE TO BE A
MEMBER OF
AIESEC

MEMBERSHIP
PROFILE

FUNCTIONAL PROFILE



Data analysis
Result-Oriented
Customer Orientation
Personal Effectiveness
Sales
English Language (min. B2)
Effective communication
Time Management
Fast-Learning
Perseverance



Data analysis
Planning & Tracking
Customer Orientation
Case-Solving
Creativity
Personal Effectiveness
Sales
CRM Management
English Language (min. B2)
Effective communication
Time Management
Fast-Learning
Perseverance



Data analysis
Customer Orientation
Case-Solving
Personal Effectiveness
Sales
CRM Management
English Language (min. B2)
Effective communication
Time Management
Fast-Learning
Growth Mindset
Synergy Mindset
Perseverance
Professional Looking



Data analysis
Customer Orientation
Case-Solving
Personal Effectiveness
Sales
Professional Looking
English Language (min. B2)
Effective communication
Time Management
Fast-Learning
Growth Mindset
Synergy Mindset
Perseverance



Critical Thinking
Analytical Skills
Technical Skills
Visual Skills (Keynote, Photoshop, Adobe, ...)
Email Marketing
Event Planning
Graphic Design
LEAD nurturing
Public Relations
Mobile Strategy
Social Media
Sales



Interpersonal skills
Communication skills
Financial Reporting
Analytical thinking
Problem-Solving skills
Risk-Management
Management experience
Innovation
Solution-Orientation
Seriousness
Trustworthy person



Interpersonal Skills
Collaboration skills
Negotiation
Project Management
Research & Strategy
CRM Management
Sales
Business Intelligence
English Language (min. B2)
Synergy Minset
Professional Looking



Strategic Thinking
Previous exchange positions
Effective Communication
Implementation skills
English Language (min. B2)
Planning & Tracking
Leadership skills
Analytical Thinking
Synergy Minset
Organization
Multitasking
Negotiation
Dual Focus
Conflict Management
Change Management

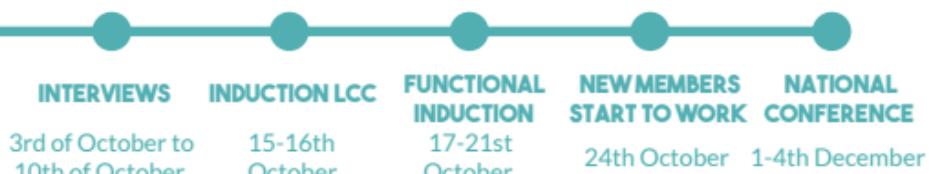


Returnee or previous
exchange experience
CRM Management
Problem-Solving
Listen Skills
Caring about CX

FUNCTIONAL PROFILE

Please don't
allocate
newbies in
TM, Finance
and CX.

TIMELINE



TALENT PLAN

Planning of Talent Capacity. Responsibility of VP TM in synergy with the EB to define amount of people the LC needs and which skills are necessary to fulfil.

MARKETING PLAN

VP MKT is final responsible but there is synergy with TM. Is expected to have application number, target group defined, timeline of MKT activities according to Talent Plan needs.

INTERVIEWS

The goals of the interview are 2: access the candidate membership profile (Does this person have the potential to develop the 4 LDM qualities and is this person daily living the AIESEC values?) and access the candidate functional profile (Does this person have the skills that our departments require?). This is TM's and OCP of recruitment responsibility.

INDUCTION LCC + FUNCTIONAL INDUCTION

We recommend that after the candidate is selected and allocated, the LC organises a LCC of 1 day to induce the new member and to educate his/her future team leader as well. In the following week, the new member will receive a 4 days induction and learn by doing.

TIMELINE



RECOMMENDATIONS

- Don't allocate newbies to TM, Finance or CX - these members need to already have an AIESECer background since these areas require a bigger AIESEC perspective;
- The idea of this recruitment is to first filter who has the AIESEC profile and only after to start caring about allocation;
- Elect one recruitment OCP and a team of min. 3 OCs to deliver the logistics of the recruitment: interviews, support MKT activities in campuses. This team will be managed by VP TM and OCP and VP TM need to be in constant contact;
- Recruitment is all the LCs responsibility, so act accordingly;
- Functional Induction can't take more than 1 week!

INDUCTION LCC AGENDA

Time	Newbies						Team Leaders	Time
	IGCDP	oGIP	oGCDP	MKT	IGIP	BD		
8:30:00				Arrival				8:30:00
9:00:00				Opening				9:00:00
9:30:00				Why of AIESEC				9:30:00
10:00:00								10:00:00
10:30:00								10:30:00
11:00:00				Introduction to AIESEC			Team Standards	11:00:00
11:30:00							Team Management	11:30:00
12:00:00	Why of IGCDP	Why of oGIP	Why of oGCDP	Why of MKT	Why of IGIP	Why of BD		12:00:00
12:30:00	Sub-products	Sub-products	Sub-products	Sub-products	Sub-products	Sub-products	Self-Awareness	12:30:00
13:00:00				Lunch				13:00:00
13:30:00								13:30:00
14:00:00	JD Clarification	JD Clarification	JD Clarification	JD Clarification	JD Clarification	JD Clarification	Communication Skills	14:00:00
14:30:00								14:30:00
15:00:00	Processes - matching, realizacion, S&S	Processes - matching, realizacion, S&S	Processes - matching, realizacion, S&S	Value Proposition & Channels	Processes - matching, realizacion, S&S	Sales	Time Management	15:00:00
15:30:00								15:30:00
16:00:00								16:00:00
16:30:00				Break				16:30:00
17:00:00	Sustainability	Synergies OGX-MKT			Synergy BD-IGIP		Performance Management	17:00:00
17:30:00		Team Standards Introduction						17:30:00
18:00:00		Our Team Is Plan						18:00:00
18:30:00								18:30:00
19:00:00								19:00:00
19:30:00		Our Stories						19:30:00
20:00:00								20:00:00
20:30:00		First 30 days						20:30:00
21:00:00		Plenary						21:00:00
21:30:00								21:30:00
22:00:00								22:00:00
22:30:00		Dinner Together/Hangout						22:30:00
23:00:00								23:00:00
Time	Newbies						Team Leaders	Time
	IGCDP	oGIP	oGCDP	MKT	IGIP	BD		

INTERVIEW – MEMBERSHIP PROFILE



SELF AWARE

- Please describe me yourself in 2 min;
- Tell me 3 strengths and 3 weaknesses about you;
- What is your biggest dream in life? Explain me your strategies to get there;
- How will AIESEC get you there?



EMPOWERING OTHERS

- What is your unique contribution when working with a team?
- Give example from past when the group didn't agree on your idea. What did you do?
- Describe a situation when you received a bad feedback. How did you react?



SOLUTION ORIENTED

- What was the biggest challenge in your life? How did you overcome it?
- When was the last time you took a risk? Describe the situation;
- Imagine you are applying to a position with other 4 candidates. How will you get selected?



WORLD CITIZEN

- Describe me 3 of the biggest problems in the world. How would you solve them?;
- What does "peace" means for you?;
- What can you as a young person do, to make the world a better place?



STRIVING FOR EXCELLENCE



DEMONSTRATING INTEGRITY



ACTIVATING LEADERSHIP



ENJOYING PARTICIPATION



LIVING DIVERSITY



ACTING SUSTAINABLY

- What courses did you start and then later drop out of? Why?

- Give me an example of a time you found it necessary to make an exception to the rules in order to get something done.

- Imagine you are leading a team. How do you make them committed to the tasks they have to do?

- What is your favourite work environment for you?

- How do you behave around people from other countries?

- What do you do to care about Planet Earth?

INTERVIEW

INTERVIEW – FUNCTIONAL PROFILE



- How can you ensure the best service to a customer that is going alone to another country?
- What is your level of english?
- How do you manage your time?
- Why should you go abroad for volunteering in the next summer holidays?

- Why should our high schools have an international student working there?
- How can you ensure the best service to a NGO that is receiving an international intern?
- What is your level of english?
- How do you manage your time?

- Sell me a used cinema ticket from 2 months ago;
- What is your level of english?
- Why should a start-up company hire an international student?
- How can you ensure the best service to that company? And to the intern?

- What is your level of english?
- What is the best quality of a graduated turkish student?
- How can we solve the youth unemployment?
- How can you ensure the best service to an intern that is going alone to another country?



- Do you have any graphic design skills? (photoshop, keynote, etc);
- What is the most valuable thing in a PR event?
- Imagine you want to have 50000 FB followers. How can you do that?
- Do you have a blog?
- Sell me a used cinema ticket from 2 months ago.

- How would you manage a company budget? What are the costs you can't avoid and the ones you can cut?
- Give me an example of a time you found it necessary to make an exception to the rules in order to get something done;
- What do you study?

- From what you know of our organisation, what partnerships do you think would be beneficial?
- How would you keep in touch with existing business customers?
- How has your background prepared you for sales?

- What do you think are the roles and responsibilities of a person responsible for Human Resources?
- What is the most important thing when recruiting someone to an organisation?
- How do you know if someone is not performing in his/her team?



- There are CX questions in each exchange area.

INTERVIEW

HOW TO EVALUATE THE CANDIDATE? PART 1

CANDIDATE:

DATE:

DEGREE:

AGE:

CRITERIA:

LEVEL

AVERAGE

1 2 3 4 5

EMPOWERING OTHERS

Effective communication in diverse environments

Develops and empowers other people

Engages with others to achieve a bigger purpose

SOLUTION ORIENTED

Adapts & shows resilience in the face of challenges

Is positive in the face of uncertainty

Takes risks when it's needed

SELF AWARE

Lives personal values

Focuses on strengths over weaknesses

Explores its passion

WORLD CITIZEN

Believes in its ability to make a difference in the world

Interested in world issues

Takes responsibility for improving the world

STRIVES FOR EXCELLENCE

DEMONSTRATES INTEGRITY

ACTIVATES LEADERSHIP

ENJOYS PARTICIPATION

LIVES DIVERSITY

ACTS SUSTAINABLY

SUM (45 IS MINIMUM TO PASS THIS PART):

EVALUATION

HOW TO EVALUATE THE CANDIDATE? PART 2

CRITERIA:	LEVEL	AVERAGE					
			1	2	3	4	5
GENERAL SKILLS							
Time Management							
Analytical Thinking							
Customer Orientation							
Effective Communication							
Perseverance							
English Level							
Sales							
OGCDP							
Fast Learner							
Results oriented							
OGIP							
Growth Mindset							
Case-Solving							
IGIP							
Sales							
Synergic Mindset							
IGCDP							
Planning & Tracking							
Case-Solving							
MKT							
Visual Skills							
PR mindset							
FIN							
Demonstrates integrity							
Financial background							
TM							
Conflict Management							
Change Management							
CX							
High Customer Orientation							