

# National Education Cycle 2.0

From January until July 2017

# Insights:

From NEC 1.0

*We reached 82% of goal/achievement*

*The bottleneck was commission virtual education*

*We completed one edition of Internal CEDership & are currently preparing the second edition*

*We made other projects happen (that weren't planned in the beginning), eg. LCP Bootcamp in ATEMCO*

# NEC Implementation

*National Conferences: PlanCo, NatCo, JulyCo*

*Commission Summits*

*Commission Virtual Meetings*

*Internal CEDership*

*General & Functional Coaching*

*Knowledge HUB*

*LCP & EB Academy*



# National Conferences

*PlanCo*

Functional Educations  
Project Management  
Strategic Entity Planning  
4DX

24-26 January 2017

*NatCo*

Summer Peak Preparations  
Q1 Review  
Final induction point for new  
generations

9-12 March 2017

# Commission Summits

Page 1

*oGET*

*GT Day 1*

*Process Education*

*GE Day 2*

*Boosting Results*

*February*

*NST Summit*

*Skill training for NSTs*  
*NST Planning*

*February*

*B2C Summit*

*Summer Peak Prep.*  
*Lead Nurturing*  
*Opportunity Marketing*

*April*

# Commission Summits

Page 2

*iGV*

*SDG Summit*  
*Creation of National Projects*  
*Portfolio*  
*Project Management*

*February*

*Sales*

*Sales Education to*  
*BD & iGET*  
*Commission*

*January*

*Enablers CX*

*Accounting*  
*Youth in ICX*  
*CRM Standardisation*

*CX Enablers*

*March/April*

# Commission Summits

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*B2B Summit*

*Feelinturkey  
Globalisation Index  
Digital Customer XP*

*April*

# Commission Virtual Meetings

Page 1

*oGET*

*Team Management*

*Team Standards*

*oGET Basics*

*oGET Advanced*

*Starting in March*

*B2C*

*Tracking*

*Summer Peak Prep.*

*Conversion Rates*

*Brand Advocacy Strategies*

*Campaigns*

*Monthly*

*iGV*

*Summer Peak Prep.*

*Enablers relations*

*Projects Creation*

*Sales*

*Monthly*

*IR*

*Customer Flow*

*Process Optimisation*

*Co-Delivery*

# Commission Virtual Meetings

Page 2

*Sales Strategy Summit*

Strategy Co-Creation  
SP based branding

March

*Implementation Seminar BD/iGET*

Implementation Focus  
Focus Management

January

*iGET/BD*

Monthly Operations  
Growth & Experience  
Operations Checkpoint

Monthly

# Commission Virtual Meetings

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TM

*KPIs Check-Up  
Strategy downscale  
Get, Keep, Develop  
Educations*

*Monthly*

B2B/CXE

*Digital Attraction  
Partnership Knowledge  
Marketing for iGET & iGV  
feelinturkey &  
Globalisation Index*

*Monthly*

oGV

*Value Delivery  
Summer Peak Prep.  
IR & Partnership  
Fast Approves*

*Monthly*

# Internal CEEDership

## *Cluster-Based CEEDership minimums*

**Matures:** Receive at least 2 CEEDers

**Boosters:** Receive at least 1 CEEDer

**Strivers:** Send at least 1 CEEDer

**Start-Ups:** Send at least 2 CEEDers

*Next Internal CEEDership  
edition will happen from  
May to Aug*

## *Home LC Recommendations*

**Matures:** Recommended to send CEEDers for GT

**Boosters:** Recommended to send CEEDers for GT

**Strivers:** Recommended to send CEEDers for GV

**Start-Ups:** Can only send CEEDers for GV

## *Host LC Recommendations*

**Matures:** Recommended to host CEEDers for GT & GV

**Boosters:** Recommended to host CEEDers for GT & GV

**Strivers:** Can host CEEDers for GV

**Start-Ups:** Cannot host CEEDers

# General LC Coachings

*Physical*

Q1 Review  
Q2 Preparations  
NatCo Implementation

April 2017

*Virtual*

LCs follow-up  
Depending on LCs cases

Monthly with LCPs

# Functional LC Coachings

Page 1

*B2C (Virtual)*

OGX+MKT Synergy  
Massive Marketing  
Growth by Marketing

*February-April-June*

*iGV (Physical)*

Promotion & IR Strategy  
Process Education  
Project Management  
SDG Alignment

*March/April*

*BD & iGET (Physical)*

Functional Evaluation  
Transition Checkpoint  
Planning Education

*February*

# Functional LC Coachings

Page 2

*TM (Virtual)*

*GET Education  
KEEP Education  
DEVELOP Education  
People Analysis  
Upon LC Request*

*oGV (Physical)*

*Fast Approves  
Local Tracking  
Value Delivery*

*March*

# Knowledge HUB

*Virtual Education*

*Communication Platform of all education subjects from Member Committee to  
AIESEC Turkey plenary.*

*Website: <http://tmturkey.wixsite.com/knowledgehub>*

*Weekly Updates*

# LCP & EB Academy

## *LCPs 1718*

*National & International Representation*

*Becoming a Team*

*Finance & Legalities*

*LC Culture*

*Local Conferences 101*

*1718 AIESEC Turkey Direction*

*LC Growth*

*MCP/LCP Commission*

*Information Management*

*Mission & Strategy Definition*

*Recruitment & Allocation*

## *EBs 1718*

*oGV for Results*

*Customer Flow beyond VD*

*OGX + Marketeers Synergy*

*ICX + Marketeers Synergy*

*Financial Management*

*Developing our Business*

*Leading our city & Social Innovation*

*Leading a team that achieves*

*SDG Alignment in our operations*

*LDM & LDA*

*January 2017*

# NEC Tracking

NEC 2.0 will be tracked by MCVP TM on a monthly basis. Every single MC member is responsible for its 100% fulfilment.

# If you have questions,

*Please contact the MCVP TM, Rita Azevedo in [rita.azevedo@aiесec.net](mailto:rita.azevedo@aiесec.net)*