



# GLOBAL LEADER

**RECRUITMENT REPORT**

MARCH 2016

**MC DARE**

Hello AIESEC in Turkey!

It is a pleasure to present you the results of second Global Leaders Recruitment in March 2016. With every recruitment we are getting new experience and learning something new that is why analysing our success or failures is really important. In this document you can find data about March recruitment and main conclusions.

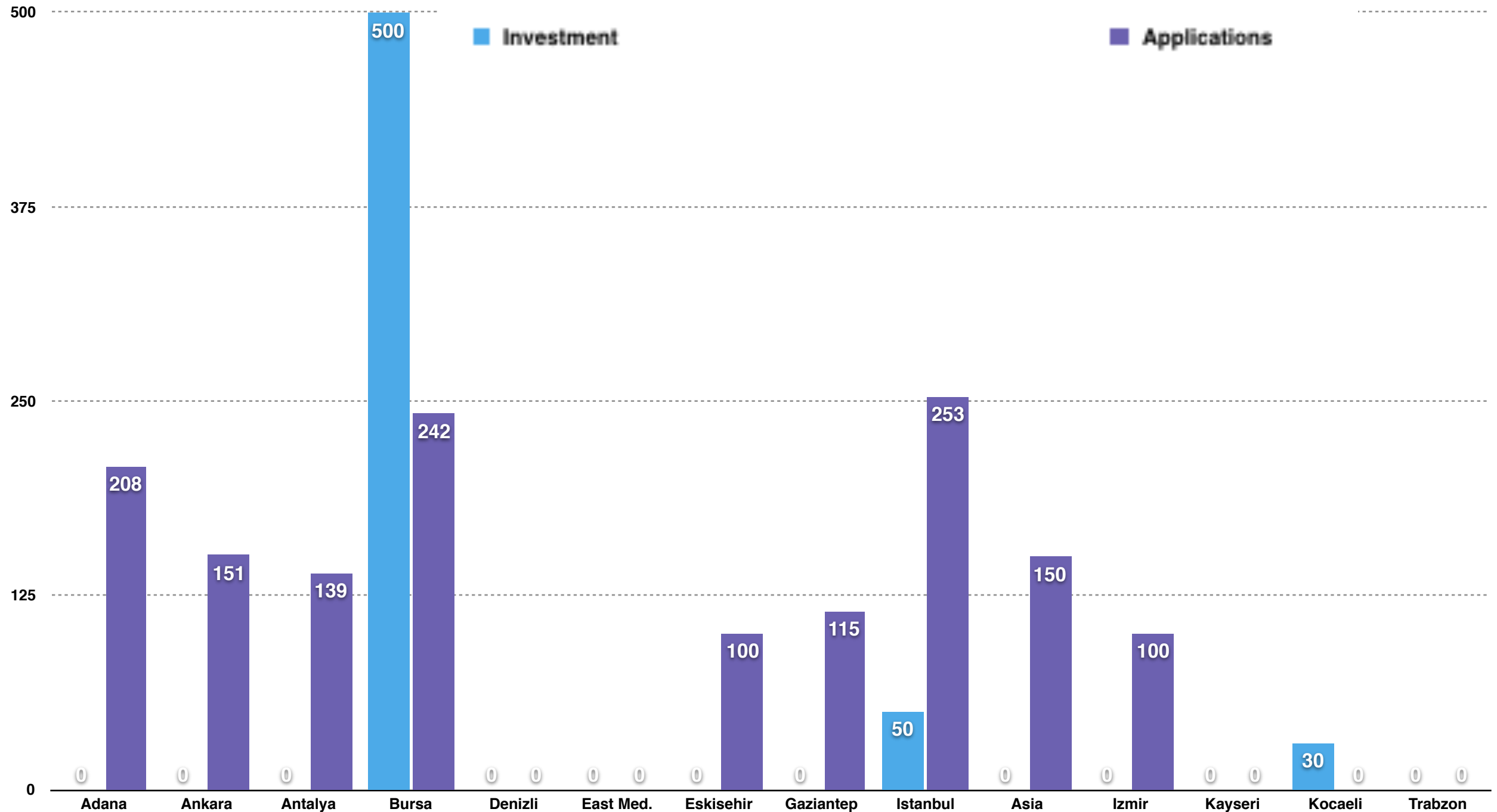
If you have any questions regarding recruitment results feel free to approach us.

MCVP TM - Kasia Zielosko

\*report is based on 10 LCs that have sent the data (Adana, Antalya, Ankara, Bursa, Eskisehir, Gaziantep, Istanbul, Istanbul Asia, Izmir, Kocaeli - not full data)

# PROMOTION

- Promotion brought us **1440** applications for Global Leader in AIESEC in Turkey
- We spent **580 TL** for Global Leader Promotion



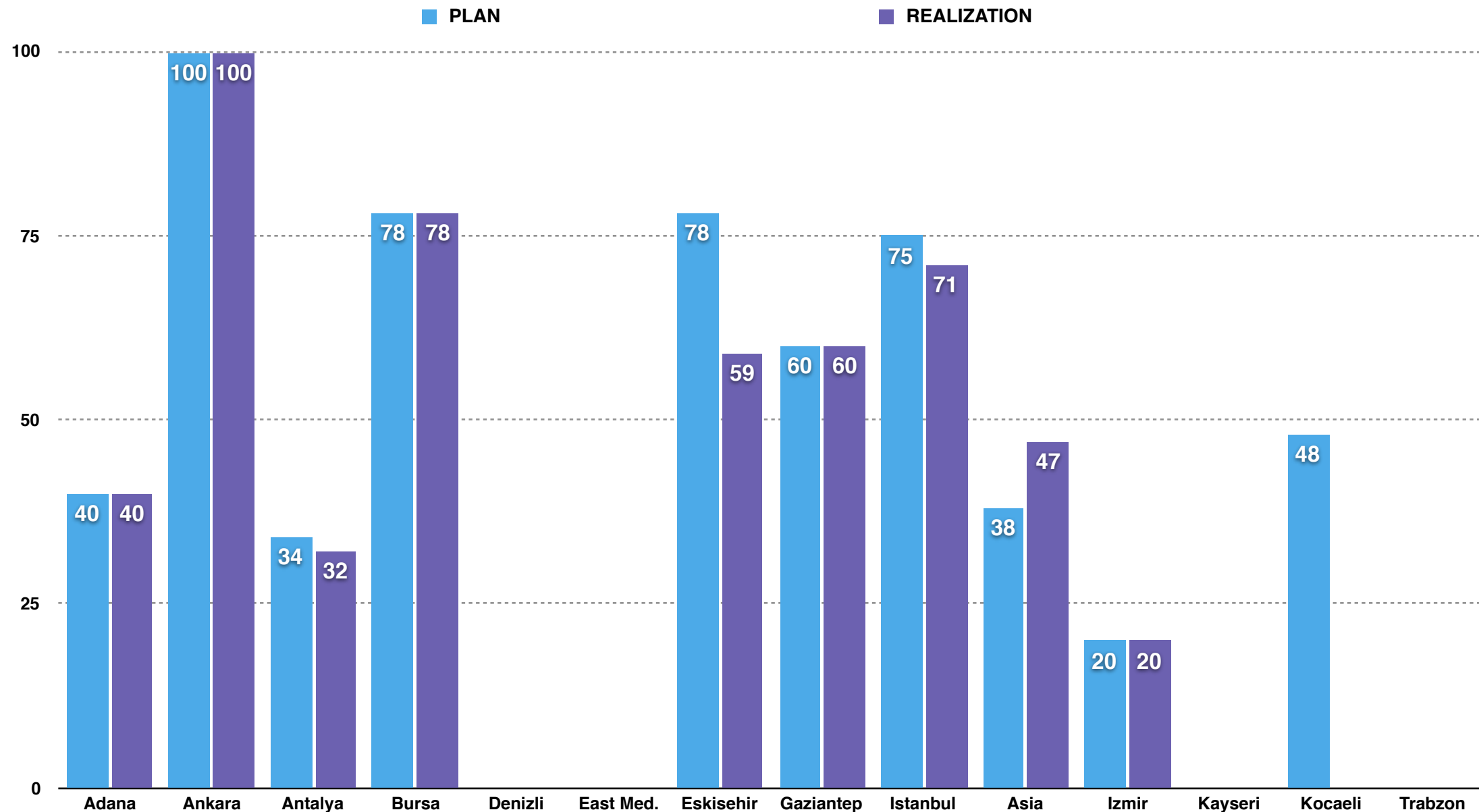
# PROMOTION

Channels used for Global Leader promotion:

- Facebook
- Instagram
- Twitter
- Promotion desk at University
- Promotion desk out of University
- Class shouts
- Posters, leaflets
- [aiesec.org.tr](http://aiesec.org.tr)

# TALENT PLAN REALIZATION

- AIESEC in Turkey has planned to have **571** new members
- 10 LCs recruited **507 new members**, which is **89%** goal achievement



- Planned number of IXP was 107, **Achieved - 60** which is **56%** goal realization

# TALENT PLAN REALIZATION

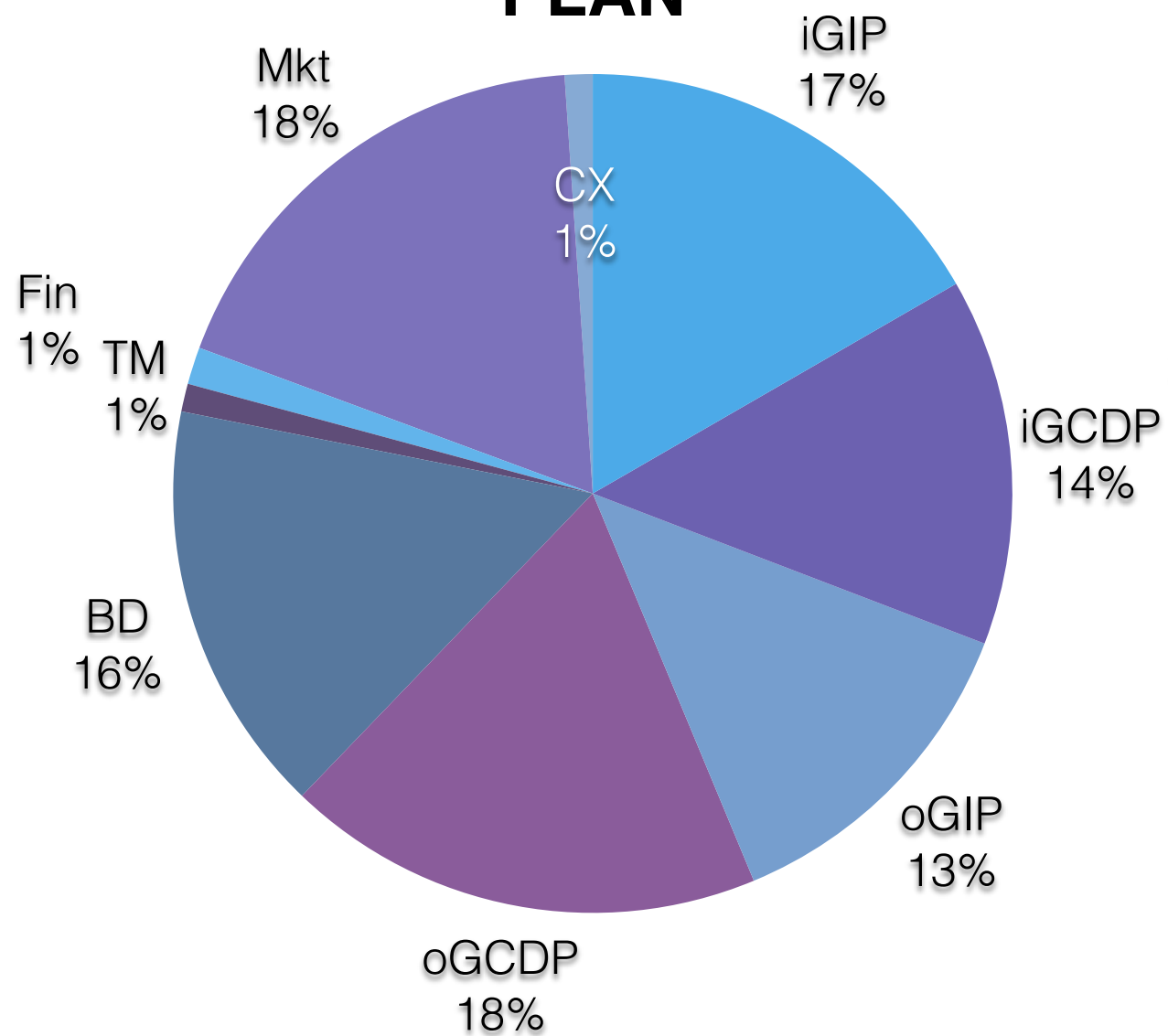
	Planned	Recruited	Plan realization
Adana	40	40	100%
Ankara	100	100	100%
Antalya	34	32	94%
Bursa	78	78	100%
Denizli	-	-	-
East Med.	-	-	-
Eskisehir	78	59	76%
Gaziantep	60	60	100%
Istanbul	75	71	95%
Asia	38	47	124%
Izmir	20	20	100%
Kayseri	-	-	-
Kocaeli	48	?	?
Trabzon	-	-	-
<b>AIESEC Turkey</b>	<b>571</b>	<b>507</b>	<b>89%</b>

# TALENT ALLOCATION

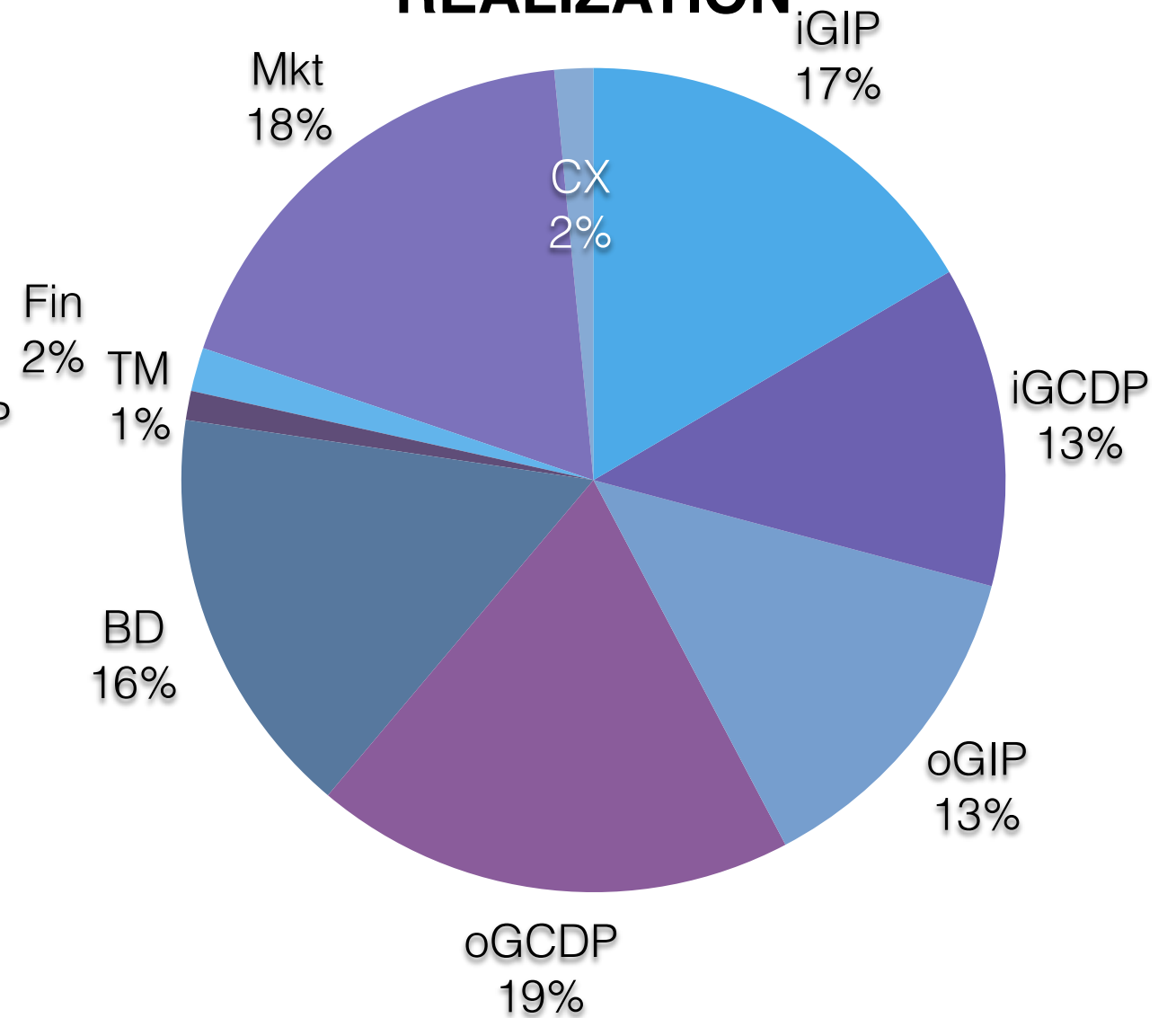
	PLAN	REALIZED
iGIP	93	87
iGCDP	79	66
oGIP	72	69
oGCDP	103	99
BD	89	85
Marketing	102	96
TM	6	6
Fin	8	9
CX	6	8

# ALLOCATION

## PLAN



## REALIZATION





# CONVERSIONS

	No. of applications	Interviews	Interviews duration (days)	Recruited	Attended inunction	Induction duration
<b>Adana</b>	208	85	4	40	40	1
<b>Ankara</b>	151	143	4	100	63	7
<b>Antalya</b>	139	70	4	32	50	7
<b>Bursa</b>	242	105	5	78	60	2
<b>Denizli</b>	-	-	-	-	-	-
<b>East Med.</b>	-	-	-	-	-	-
<b>Eskisehir</b>	100	85	5	59	90	2
<b>Gaziantep</b>	115	77	10	60	110	14
<b>Istanbul</b>	235	125	4	71	?	?
<b>Asia</b>	150	67	3	47	43	5
<b>Izmir</b>	100	85	3	20	20	5
<b>Kayseri</b>	-	-	-	-	-	-
<b>Kocaeli</b>	?	?	?	?	?	30
<b>Trabzon</b>	-	-	-	-	-	-
<b>AIESEC</b>	1440	842		507	476	-

# RECRUITMENT

- 3 LCs didn't achieve Talent Plan (Antalya, Eskisehir, Istanbul)
- 5 LCs achieved 100% Talent Plan (Adana, Ankara, Bursa, Gaziantep, Izmir) BRAVO!!!
- 1 LC overachieved plan which is not recomendable in Talent Plan realization. (Istanbul Asia)

We rejected 598 people after application  
which is 42% of applicants

We rejected 335 people interview which  
means we accepted 40% of interviewed  
people

94% of recruited people attended induction

Average induction duration was 8 days

# RECRUITMENT GENERAL COMMENTS

- We should focus more on **IXP** planning, promotion and allocation
- Better ways of promotion should be developed
- Every EB member should be responsible for recruitment
- Engaging members to promotion



# **GLOBAL** LEADER

**TLP RECRUITMENT REPORT**

MARCH 2016

**MC DARE**

# TALENT PLAN REALIZATION

	Planned	No. of applications	Recruited	Plan realization
Adana	9	12	6	66%
Ankara	15	17	15	100%
Antalya	7	14	7	100%
Bursa	17	27	17	100%
Denizli	-	-	-	-
East Med.	-	-	-	-
Eskisehir	6	19	12	100%
Gaziantep	4	13	4	100%
Istanbul	24	35	24	100%
Asia	13	18	15	115%
Izmir	4	8	4	100%
Kayseri	-	-	-	-
Kocaeli	16	17	16	100%
Trabzon	-	-	-	-
<b>AIESEC Turkey</b>	<b>115</b>	<b>180</b>	<b>120</b>	<b>104%</b>

# RECRUITMENT

- 1 LC didn't achieve Talent Plan (Adana)
- 7 LCs achieved 100% Talent Plan (Antalya, Ankara, Bursa, Gaziantep, Istanbul, Izmir, Kocaeli) BRAVO!!!
- 2 LCs overachieved plan (Istanbul Asia, Eskisehir)

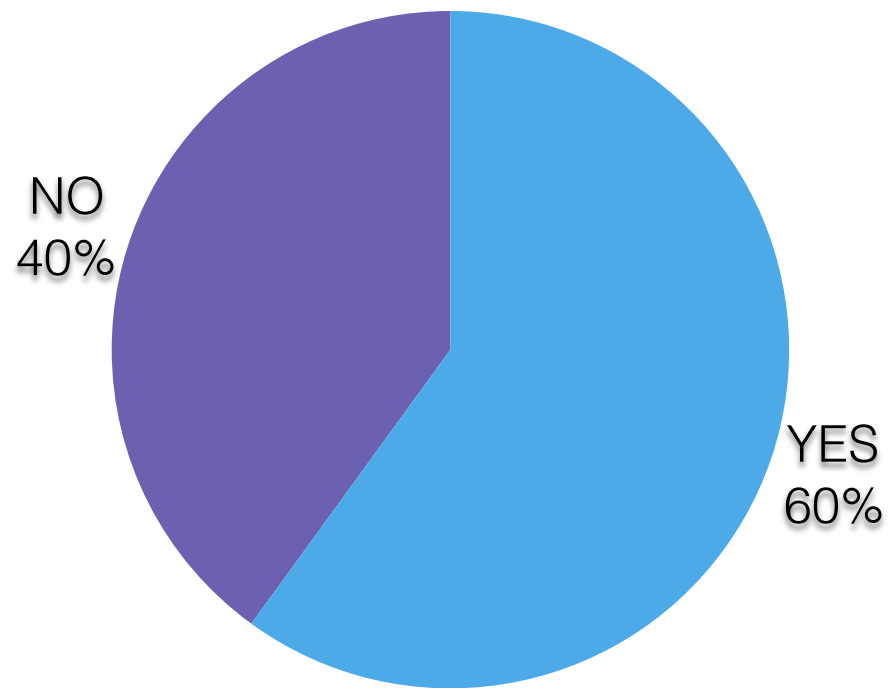
## WHEN TLP RECRUITMENT WAS DONE?

3 weeks before GL recruitment	2 weeks before GL recruitment	1 week before GL recruitment	After GL recruitment
2 LCs	3 LCs	3 LC	1 LC

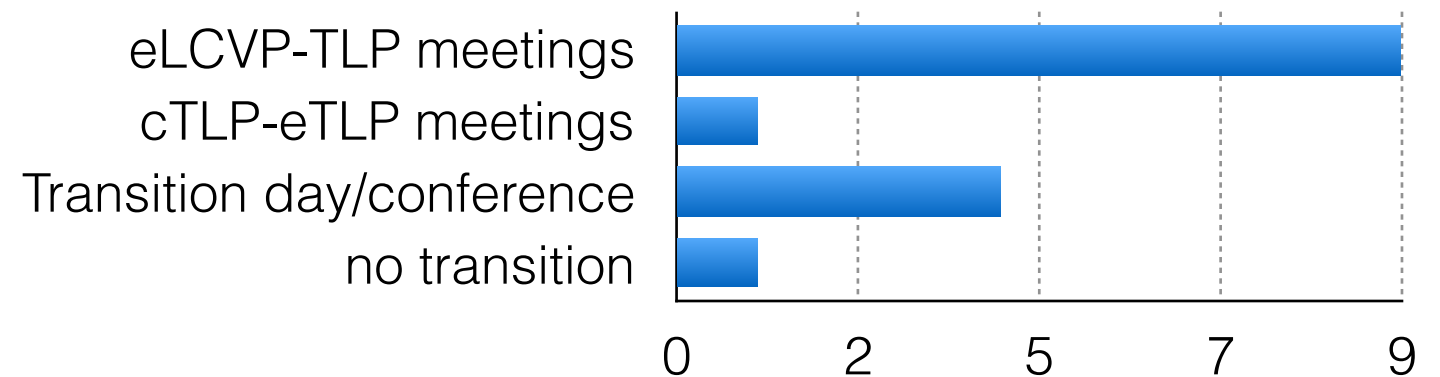
Number of applicants for 1 position was **1,6**

# TLP TRANSITION

Did you use national TLP transition tool?



What did you do for TLP transition?



- We should focus more on transition, especially TLPc-TLPe transition!

Thank you!