



The **PEOPLE WE WANT** in our
Local Committee

LEADERS OF 17/18
AIESEC FOR TURKEY

Membership **RECRUITMENT**
Feb/Mar 17

TALENT PLAN

PROMOTION

INTERVIEW

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** within an organisation.

ALLOCATION

INDUCTION

OBSERVATIONS FROM MARCH 16 RECRUITMENT:

1. New members should be able to attend NatCo
2. Operations timeline needs members earlier than end of March
3. More time for member experience in summer peak
4. These members can go on IXP or stay to help during summer



iGV OPERATIONAL TIMELINE

	JAN	FEB	MARCH	APR	MAY	JUNE	JULY
OPENNING OPPORTUNITIES							
PROJECT PROMOTIONS							
APPROVE PEAK							
REALIZATION PEAK							
VALUE DELIVERY ACT.							
SHORT TERM CAMPAIGNS							
BRAND ADVOCACY ACTIVITIES							



IGET OPERATIONAL TIMELINE

	JAN	FEB	MARCH	APR	MAY	JUNE	JULY
ONLINE PROMOTIONS							
OPEN PEAK					TEACHING		
	MARKETING , GE						
APPROVE PEAK							TEACHING
	MARKETING , GE						
REALIZATION PEAK							
	MARKETING , GE						
VALUE DELIVERY ACT.							
	MARKETING , GE						
SHORT TERM CAMPAIGNS				OPEN	OPEN APPROVE	OPEN APPROVE	



OGV OPERATIONAL TIMELINE

	JAN	FEB	MARCH	APR	MAY	JUNE	JULY
ONLINE PROMOTIONS							
PHYSICAL PROMOTIONS							
APPROVE PEAK							
REALIZATION PEAK							
VALUE DELIVERY ACT.							
SHORT TERM CAMPAIGNS							



OGE OPERATIONAL TIMELINE

	JAN	FEB	MARCH	APR	MAY	JUNE	JULY
ONLINE PROMOTIONS							
PHYSICAL PROMOTIONS							
APPROVE PEAK							
REALIZATION PEAK							
VALUE DELIVERY ACT.							
SHORT TERM CAMPAIGNS							



OGT OPERATIONAL TIMELINE

	JAN	FEB	MARCH	APR	MAY	JUNE	JULY
ONLINE PROMOTIONS							
PHYSICAL PROMOTIONS							
APPROVE PEAK							
REALIZATION PEAK							
VALUE DELIVERY ACT.							
SHORT TERM CAMPAIGNS							

SEMESTER HOLIDAYS:

Adana: 13th Jan to 13th Feb

Ankara: Last week of April

Antalya: 13th Jan to 6th Feb

Bursa: 13th Jan to 6th Feb

Denizli: 6th Jan to 30th Jan

East Med: 25th Jan to 20th Feb

Eskisehir: 16th Jan to 6th Feb

Gaziantep: Started already to 13th Feb

Istanbul: 17th Jan to 6th Feb

Istanbul Asia: Started already to 13th Feb

Izmir: Started already to 13th Feb

Kocaeli: 16th Jan to 13th Feb

Trabzon: Started already to 13th Feb

Recruitment **TIMELINE**

TALENT PLAN

26th January

MARKETING PLAN

30th January

PROMO MATERIALS

3rd February

START PROMOTION

3rd February

R.SEMINAR

Till 16th February

INTERVIEWS

16th/23rd February

APPLICATION DDL

20th February

INDUCTION LCC

25th/26th February

FUNCTIONAL INDUCTION

27th/3rd March

NATCO

9th/12th March

WHY?

1. New members need to attend NatCo
2. Operations timeline needs members earlier
3. More time for member's experience in summer peak
4. These members can go on IXP or stay to help during summer

SOLUTION ORIENTED MARKETING:

1. Majority of online marketing is on MC side;
2. **All members** can be part of online campaigns: sharing posts & changing profile pics;
3. Virtual process for selection
4. Email previous recruitment candidates, previous EPs and current ones
5. Still one week for offline promotion in university
6. Majority of applications come from online sources

Talent **PLAN**

KEY ACTIVITIES

1. Organisational Structure Planning
2. Backwards Planning
3. Competency Assessment & Planning

PRINCIPLES TO FOLLOW

1. Consider your key projects for the LC & products. Plan your HR to fit the strategy.
2. Involve your EB in Talent Planning as much as you can. Call for an EBM where you can explain and go forward with Planning. Or, hold individual meetings with all VPs and consolidate the final plan.
3. Remember: The guidelines are for you to recruit the best people from your local. Do smart planning, use these guidelines to suit your LC reality in the best way.

BACKWARDS PLANNING

These are the steps to follow for Backward Planning:

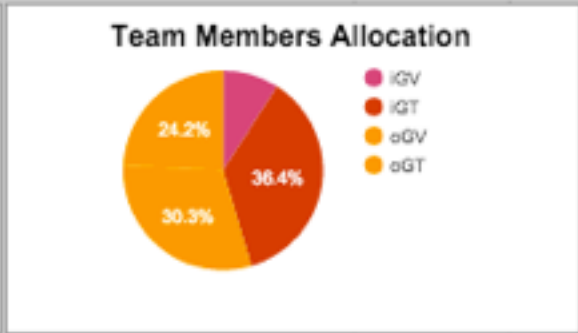
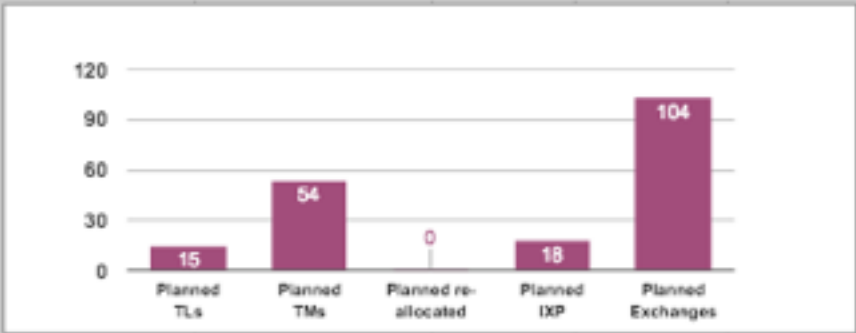
1. Assess the current HR of your LC
2. Plan the Exits (the members to be fired)
3. Assess the gaps between the current OS & the recommended structure
4. See how many more members you will need (in addition to the current HR) to fulfil the recommended OS. That's the number you need to recruit!

Talent **PLAN**

SOME INSIGHTS:

1. Big numbers don't matter!
2. What kind of people will it take to get the results we want and others expect?
3. What kind of people do we want to surround ourselves with?
4. What kind of people will contribute to the culture we are trying to build?

Talent **PLAN**

[illegible]

Data	Value
Planned TLs	15
Planned TMs	54
Planned re-allocated	0
Planned IXP	18
Planned Exchanges	104
TMs/TLs	3.60
Planned Productivity	1.51

Area	Team Members
iGV	3
iGT	12
oGV	10
oGT	8
BD	0
Mkt	0
TM	0
Fin	0
CX iGV	0
CX iGT	6
CX oGV	0
CX oGT	0
B2C	8

Marketing **PLAN**

KEY ACTIVITIES

1. Check Talent Plan
2. Write target universities and clubs to promote
3. Define promotion dates according to profiles

TARGET MARKET

1. Figure out which skills you need in the LC (Talent Plan)
2. Sense where you'll find the best people with these skills: courses, year of college, different faculties, etc
3. Create a list of the places you want to target for recruitment

MEMBERSHIP PITCH

Youth Organisation Creating Impact Leadership
Professional XP Becoming solution oriented Become a World Citizen
Working in & leading teams Being part of a global youth network

Talent **SELECTION**

**SIGN UP IN
AIESEC.TR**

**INFORMATION
EMAIL**

INTERVIEW

SELECTION CALL

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**

You should also consider things like: the person fitting into the LC Culture, the person's ability to attend forums/conferences, the person's intent, the person's interests and how AIESEC can help grow them more.

Talent **SELECTION**



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?

Talent **SELECTION**



STRIVING FOR EXCELLENCE

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



DEMONSTRATING INTEGRITY

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



ACTIVATING LEADERSHIP

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



ENJOYING PARTICIPATION

- What is your favourite work environment for you?



LIVING DIVERSITY

- How do you behave around people from other countries?



ACTING SUSTAINABLY

- What do you do to care about Planet Earth?

Talent **SELECTION**

OGV

- 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?

IGV

- 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?

IGT

- 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?

OGT

- 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?

Talent **SELECTION**

MKT

- 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.

BD

- 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?

FIN

- 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?

TM

- 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?

Talent **SELECTION**

FOR THE PEOPLE YOU REJECTED...

1. Inform: Make sure you don't forget to inform even a single rejected candidate!
2. Send them a rejection email thanking them for being a part of the process, and also add that they can get back to you if they need feedback on the process.
3. At the same time, also request feedback for the Recruitment process from their end

Talent **ALLOCATION**

OGV

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

IGV

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

IGT

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

OGT

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

Talent **ALLOCATION**

MKT

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

FIN

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

BD

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

TM

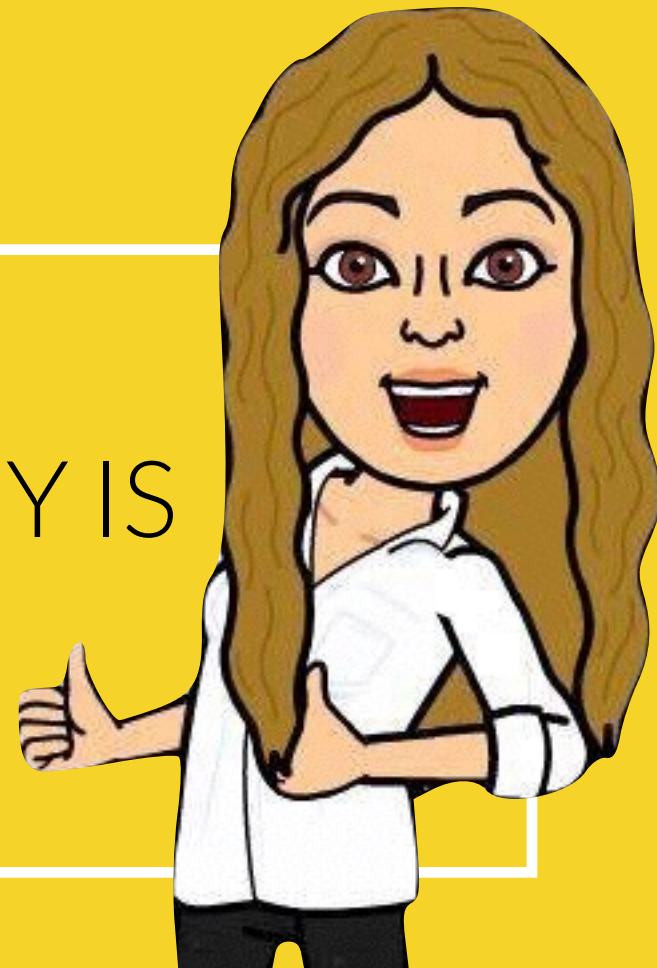
Strategic Thinking
Previous exchange positions
Effective Communication
Implementation skills
English Language (min. B2)
Planning & Tracking
Leadership skills
Analytical Thinking
Synergy Mindset
Organization
Multitasking
Negotiation
Dual Focus
Conflict Management
Change Management

Talent **ALLOCATION**

SOME INSIGHTS:

1. Consider their preferences as well;
2. Plan/Achievement of Talent Plan shouldn't be more or less than 100%;
3. Take the tough decision to allocate people into their 2nd preference;
4. Don't allocate people for the sake of filling a role.

LCP ACADEMY IS
OVER!!



Thank **YOU!**



FEEDBACK FORM:

[https://goo.gl/forms/
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17TH JANUARY