

# AIESEC TURKEY-TALENT MANAGEMENT

*15-18 Assessment*

**15-16 TERM**



PLANCO18

# PRODUCTIVITY

15-16

TURKEY	REALIZED						APPROVED						BD
	oGIP	iGIP	oGCDP	iGCDP	BO	Overall	oGIP	iGIP	oGCDP	iGCDP	BO	Overall	
MARCH 16	0,08	0,26	0,05	0,17	0,22	0,16	0,10	0,22	0,67	0,10	0,55	0,33	0,18
APRIL 16	0,01	0,13	0,04	0,04	0,13	0,07	0,13	0,19	1,43	1,50	1,94	1,04	0,14
MAY 16	0,05	0,13	0,06	0,04	0,16	0,09	0,22	0,30	1,77	2,90	3,42	1,72	0,34
JUNE 16	0,20	0,21	1,51	2,47	2,56	1,39	0,18	0,32	0,86	1,53	1,64	0,90	0,17
JULY 16	0,24	0,14	1,81	2,25	3,06	1,50	0,11	0,17	0,37	0,35	0,66	0,33	0,18
AUGUST 16	0,38	0,93	1,67	0,84	2,27	1,22	0,35	1,19	0,60	0,16	1,33	0,73	1,71
SEPTEMBER 16	0,28	0,55	0,64	0,06	1,07	0,52	0,12	0,57	0,26	0,04	0,67	0,33	0,31
OCTOBER 16	0,11	0,34	0,06	0,01	0,29	0,16	0,11	0,21	0,17	0,40	0,53	0,28	0,09
NOVEMBER 16	0,04	0,25	0,07	0,03	0,22	0,12	0,24	0,26	0,96	1,03	1,65	0,83	0,19
DECEMBER 16	0,16	0,07	1,95	0,51	1,89	0,92	0,11	0,15	0,49	0,50	0,93	0,43	0,18
JANUARY 17	0,08	0,42	0,96	0,57	1,58	0,72	0,08	0,29	1,13	0,72	1,74	0,79	0,24
FEBRUARY 17	0,12	0,09	0,24	0,69	0,83	0,39	0,15	0,13	0,50	0,23	0,72	0,34	0,10

# OCTOBER RECRUITMENT

15-16

# TALENT PLAN REALIZATION

	Planned	Recruited	Plan realization
<b>Adana</b>	57	70	123%
<b>Ankara</b>	-	-	-
<b>Antalya</b>	30	26	87%
<b>Bursa</b>	117	155	132%
<b>Denizli</b>	-	-	-
<b>East Med.</b>	20	25	125%
<b>Eskisehir</b>	85	75	88%
<b>Gaziantep</b>	75	90	120%
<b>Istanbul</b>	70	96	137%
<b>Asia</b>	57	59	103%
<b>Izmir</b>	71	71	100%
<b>Kayseri</b>	-	-	-
<b>Kocaeli</b>	48	43	89%
<b>Trabzon</b>	20	28	140%
<b>AIESEC Turkey</b>	650	738	113%

# TALENT ALLOCATION

	PLAN	REALIZED
iGIP	91	110
iGCDP	74	76
oGIP	73	83
oGCDP	91	102
BD	129	149
Marketing	106	110
TM	4	7
Fin	18	21

# CONVERSIONS

	No. of applications	Interviews	Recruited	Attended Inuction	Induction duration
<b>Adana</b>	165	118	70	70	5
<b>Ankara</b>	-	-	-	-	-
<b>Antalya</b>	132	50	26	20	1
<b>Bursa</b>	220	200	155	130	2
<b>Denizli</b>	-	-	-	-	-
<b>East Med.</b>	100	90	25	23	1
<b>Eskisehir</b>	410	300	75	90	7
<b>Gaziantep</b>	120	120	90	90	7
<b>Istanbul</b>	310	128	96	63	6
<b>Asia</b>	328	86	59	49	2
<b>Izmir</b>	491	210	71	65	5
<b>Kayseri</b>	-	-	-	-	-
<b>Kocaeli</b>	107	80	43	30	1
<b>Trabzon</b>	77	60	28	25	1
<b>AIESEC Turkey</b>	2460	1442	738	655	-

# COMMENTS

- LDM based recruitment was easy to understand
- There was enough education
- Smooth implementation
- Good conversions rate (about 50% at every stage)
- Shortened induction
- Better members allocation in oGIP, iGCDP and oGCDP
- Promotion should start earlier
- Questions should be revised to be more selective
- Induction agenda can be more flexible
- Overachieving Talent Plan - buffer members
- Too much people allocated in iGIP and BD (especially BD) - 259 members

# **MARCH RECRUITMENT**

## **15-16**

# TALENT PLAN REALIZATION

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

# 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

# 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

**16-17 TERM**

# PRODUCTIVITY

16-17

TURKEY	REALIZED							APPROVED						
	oGIP	iGIP	oGCDP	iGCDP	BO	Overall	oGIP	iGIP	oGCDP	iGCDP	BO	Overall	BD	
APRIL 16	0,01	0,13	0,04	0,04	0,13	0,07	0,13	0,19	1,43	1,50	1,94	1,04	0,14	
MAY 16	0,05	0,13	0,06	0,04	0,16	0,09	0,22	0,30	1,77	2,90	3,42	1,72	0,34	
JUNE 16	0,20	0,21	1,51	2,47	2,56	1,39	0,18	0,32	0,86	1,53	1,64	0,90	0,17	
JULY 16	0,24	0,14	1,81	2,25	3,06	1,50	0,11	0,17	0,37	0,35	0,66	0,33	0,18	
AUGUST 16	0,38	0,93	1,67	0,84	2,27	1,22	0,35	1,19	0,60	0,16	1,33	0,73	1,71	
SEPTEMBER 16	0,28	0,55	0,64	0,06	1,07	0,52	0,12	0,57	0,26	0,04	0,67	0,33	0,31	
OCTOBER 16	0,11	0,34	0,06	0,01	0,29	0,16	0,11	0,21	0,17	0,40	0,53	0,28	0,09	
NOVEMBER 16	0,04	0,25	0,07	0,03	0,22	0,12	0,24	0,26	0,96	1,03	1,65	0,83	0,19	
DECEMBER 16	0,16	0,07	1,95	0,51	1,89	0,92	0,11	0,15	0,49	0,50	0,93	0,43	0,18	
JANUARY 17	0,08	0,42	0,96	0,57	1,58	0,72	0,08	0,29	1,13	0,72	1,74	0,79	0,24	
FEBRUARY 17	0,12	0,09	0,24	0,69	0,83	0,39	0,15	0,13	0,50	0,23	0,72	0,34	0,10	

# OCTOBER RECRUITMENT

16-17

# TALENT PLAN REALIZATION

	Plan	Achieved	Goal Achievement
Adana	76	76	%100
Ankara	49	50	%102
Antalya	35	36	%102
Bursa	120	120	%100
Denizli	36	32	%88
East Med	10	11	%110
Eskisehir	45	41	%91
Gaziantep	100	100	%100
Istanbul	63	57	%90
Istanbul Asia	37	40	%108
Izmir	60	60	%100
Kocaeli	-	-	-%
Trabzon	14	13	%92
Turkey	645	636	%98

# TALENT ALLOCATION

	Plan	Achieved	Goal Achievement
iGT	97	97	%100
iGV	98	99	%101
oGT	77	80	%103
oGV	112	112	%100
MKT	113	113	%100
BD	95	93	%97
TM	7	1	%14
FIN	12	12	%100
CX	7	7	%100

# CONVERSIONS

	Applications	Interviews	Recruited	Inducted
Adana	250	170	76	70
Ankara	150	120	53	42
Antalya	124	73	36	30
Bursa	480	172	120	80
Denizli	52	38	32	22
East Med	91	26	11	-
Eskisehir	82	80	41	41
Gaziantep	150	150	100	-
Istanbul	230	140	57	50
Istanbul Asia	190	120	40	35
Izmir	400	160	60	50
Kocaeli	-	-	-	-
Trabzon	46	13	13	13
Turkey	2145	1342	639	433

# INDUCTION DURATION

	General Induction	Functional Induction	Total
Adana	16 Oct	5 days	6 days
Ankara	16 Oct	5 days	6 days
Antalya	16 Oct	5 days	6 days
Bursa	14/15 Oct	5 days	7 days
Denizli	23 Oct	4 days	5 days
East Med	23 Oct	2 days	3 days
Eskisehir	8 & 11 Oct	5 days	7 days
Gaziantep	-	5 days	5 days
Istanbul	8 Oct	5 days	6 days
Istanbul Asia	15/16 Oct	5 days	7 days
Izmir	22 Oct	5 days	6 days
Kocaeli			
Trabzon	15 Oct	9 days	10 days

# IXP NUMBERS

	Plan	Achieved
Adana	1	1
Ankara	11	11
Antalva	1	0
Bursa	0	0
Denizli	12	4
East Med	0	0
Eskisehir	5	4
Gaziantep	6	6
Istanbul	10	10
Istanbul Asia	10	13
Izmir	8	8
Kocaeli	-	-
Trabzon	0	0
Turkey	64	57

# **MARCH RECRUITMENT**

**16-17**

# TALENT PLAN REALIZATION

	Plan	Achieved	Plan/Achieved
Adana	50	50	100%
Ankara	74	77	104%
Antalya	26	26	100%
Bursa	70	65	92%
Denizli	47	51	108%
East Med	0	0	-
Eskisehir	57	63	110%
Gaziantep	0	0	-
Istanbul	89	82	92%
Istanbul Asia	27	29	107%
Izmir	36	36	100%
Kocaeli	49	46	93%
Trabzon	39	39	100%
Turkey	564	564	100%

# TALENT ALLOCATION

	Plan	Achieved	Plan/Achieved
iGT	88	83	94%
iGV	107	114	106%
oGT	74	72	97%
oGV	125	124	99%
MKT	80	81	101%
BD	83	79	95%
TM	3	3	100%
FIN	13	14	101%
CX	573	570	99%

# IXP NUMBERS

	Plan	Achieved
Adana	6	1
Ankara	4	3
Antalya	2	2
Bursa	3	2
Denizli	8	4
East Med	0	0
Eskisehir	10	8
Gaziantep	0	0
Istanbul	5	3
Istanbul Asia	12	8
Izmir	4	3
Kocaeli	2	2
Trabzon	2	2
Turkey	58	38

# INDUCTION DURATION

	General Induction	Functional Induction
Adana	5th March	4 days
Ankara	5th March	7 days
Antalya	25th February	7 days
Bursa	17th March	3 days
Denizli	20th February	5 days
East Med	-	0
Eskisehir	February	5 days
Gaziantep	-	-
Istanbul	-	5 days
Istanbul Asia	25th March	7 days
Izmir	19th February	14 days
Kocaeli	26th March	days
Trabzon	5th March	5 days

# CONVERSIONS

	Applications	Interviews	Recruited	Inducted
Adana	130	85	50	50
Ankara	250	191	77	75
Antalya	127	56	26	26
Bursa	331	120	65	50
Denizli	101	50	51	30
East Med	0	0	-	-
Eskisehir	90	80	63	63
Gaziantep	0	0	-	-
Istanbul	363	165	82	80
Istanbul Asia	253	116	29	27
Izmir	295	111	36	31
Kocaeli	110	90	46	46
Trabzon	113	123	39	39
Turkey	2163	1107	564	517

*National Guidelines need to be adapted by local realities*

*When you have a clear strategy, it's easy to control the whole process*

*Interview Methods*

# 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

**17-18 TERM**

# PRODUCTIVITY

17-18

TURKEY	REALIZED						APPROVED					
	OGET	IGET	OGV	IGV	BO	Overall	oGIP	iGIP	oGCDP	iGCDP	BO	Overall
MARCH 17	0,03	0,10	0,07	0,06	0,20	0,09	0,0	0,2	1,3	1,1	2,3	1,0
APRIL 17	0,04	0,08	0,05	0,09	0,20	0,09	0,2	0,2	2,0	2,5	4,0	1,8
MAY 17	0,04	0,11	0,06	0,09	0,23	0,1	0,5	0,3	2,4	2,1	4,4	1,9
JUNE 17	0,36	0,19	2,28	1,87	3,94	1,73	0,33	0,30	1,53	1,36	2,88	1,28
JULY 17	0,5	0,2	3,9	3,6	6,8	3,04	0,15	0,39	0,70	0,29	1,14	0,53
AUGUST 17	0,2	0,3	1,4	0,5	2,2	0,9	0,10	0,84	0,30	0,17	1,04	0,49
SEPTEMBER 17	0,2	1,04	0,3	0,3	1,2	0,6	0,12	0,69	0,37	1,06	1,42	0,73
OCTOBER 17	0,1	0,58	0,16	0,21	0,67	0,34	0,15	0,51	1,34	1,65	2,65	1,26
NOVEMBER 17	0,01	0,31	0,09	0,24	0,53	0,23	0,18	0,33	1,02	1,22	2,46	1,04

# OCTOBER RECRUITMENT

17-18

# INDUCTION DURATION

Induction Duration	
ESKİŞEHİR	10
İSTANBUL	10
TRABZON	21
ANTALYA	7
DENİZLİ	4
ADANA	14
KOCAELİ	24
İZMİR	14
İstanbul Asya	2
Bursa	14

# TALENT PLAN REALIZATION

	Planned	Achieved	Rate
Adana	45	55	130%
Ankara	44	59	134%
Antalya	27	31	114%
Bursa	100	52	52%
Denizli	50	65	130%
East Med.	N/A	N/A	N/A
Eskisehir	53	36	67,90%
Gaziantep	N/A	N/A	N/A
Istanbul	50	48	96%
Ist. Asia	60	44	73,33%
Izmir	61	56	91,80%
Kocaeli	39	60	153%
Trabzon	16	16	100%

# CONVERSIONS

	Applicants	Interviews	Recruited
Adana	270	140	55
Ankara			
Antalya	177	86	31
Bursa	457	86	75
Denizli	212	120	65
Eskişehir	180	140	47
East.Med	N/A	N/A	N/A
Gaziantep	N/A	N/A	N/A
İstanbul	550	138	50
İstanbul Asia	300	116	47
İzmir	565	151	80
Kocaeli	290	210	70
Trabzon	128	68	16

# IXP NUMBERS

	GOAL	ACHIEVED
Adana	6	0
Ankara	11	1
Antalya	3	2
Bursa	10	2
Denizli	5	1
Eskişehir	6	1
East.Med	2	0
Gaziantep	6	0
İstanbul	6	0
İstanbul Asia	5	1
İzmir	7	6
Kocaeli	4	2
Trabzon	3	0

# NPS DATA

ADANA 54	ANKARA 64	ANTALYA 37	BURSA 41	DENIZLI 34
EAST MED. 1	ESKISEHIR 53	GAZIANTEP 63	ISTANBUL 20	ISTANBUL ASIA 56
IZMIR 42	KOCAELI 24	TRABZON 39	<b>TURKEY</b> <b>528</b>	

**Q1**

\*Number of responses below 10 and it provides us  
unhealthy data.

**Q2**

ADANA 24	ANKARA 9	ANTALYA 32	BURSA 34	DENIZLI 4
EAST MED. 10	ESKISEHIR 25	GAZIANTEP 7	ISTANBUL 26	ISTANBUL ASIA 29
IZMIR 19	KOCAELI 11	TRABZON 46	<b>TURKEY</b> <b>276</b>	

ADANA 27	ANKARA 28	ANTALYA 13	BURSA 29	DENIZLI 24
ESKISEHIR 31	EAST.MED. 0	GAZIANTEP 34	ISTANBUL 16	ISTANBUL ASIA 42
IZMIR 25	KOCAELI 13	TRABZON 0	<b>TURKEY</b> <b>282</b>	

\*Number of responses below 10 and it provides us  
unhealthy data.

**Q3**

\*Number of responses below 10 and it provides us  
unhealthy data.

# NPS DATA

	Q1	Q2	Q3
Adana	-15	19	8
Ankara	6	4	N/A
Antalya	35	15	6
Bursa	-7	7	3
Denizli	6	21	N/A
East.Med	N/A	N/A	10
Eskişehir	-6	6	64
Gaziantep	25	35	N/A
İstanbul	15	38	-12
İstanbul Asia	13	14	24
İzmir	10	36	0
Kocaeli	-8	0	30
Trabzon	44	N/A	35

# 17-18 COMMENTS

National Timeline alignment

National competency based selection+Allocation

Welcome AIESEC Meeting

Operational Timeline based Rec.(25 days before)

Member Education Cycle for Induction

Being on same page as all commission



BOZDAK

# TALENT MANAGEMENT COMMISSION 2.0

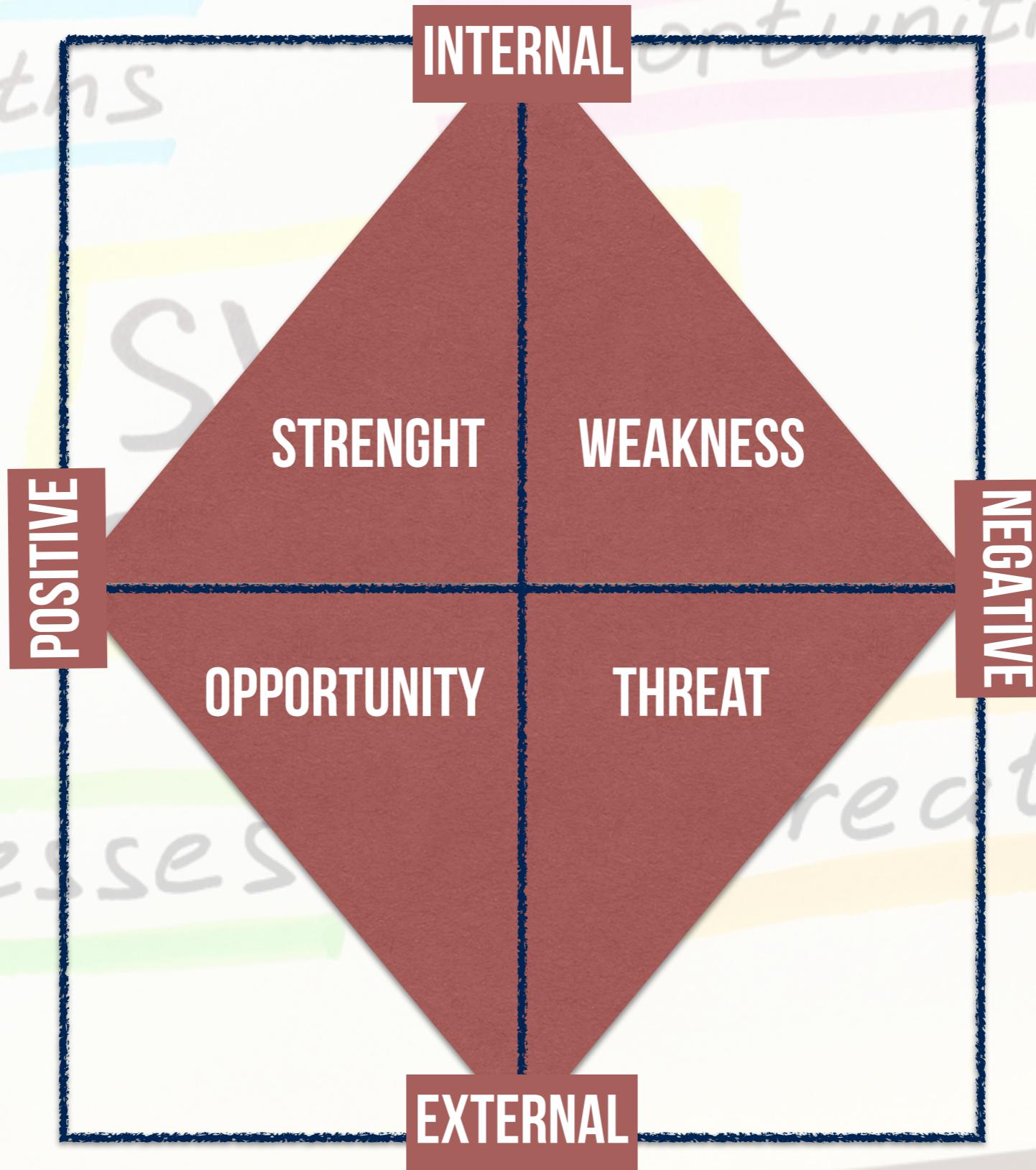
*15-18 Assessment*

# SIT WITH YOUR CREW

İSTANBUL ASIA  
İZMİR  
ANTALYA  
KOCAELİ

BURSA  
DENİZLİ  
GAZİANTEP  
TRABZON

ADANA  
ESKİŞEHİR  
İSTANBUL  
ANKARA



strengths

opportunities

# SWOT analysis

weaknesses

threats

strengths

opportunities

SWOT  
analysis

First Step: Find your strengths and Opportunities?

Second Step: How can you turn these strengths and opportunities into a key for growth?

strengths

opportunities

15 SWOT  
minutes

weaknesses

threats

First Step: Find your weakness/threats?

Second Step: Find ways to overcome these issues.

## SWOT analysis

weaknesses

threats



strengths

opportunities

15 SWOT  
minutes

weaknesses

threats

strengths

opportunities

# PRESVOT PRESENTATION analysis TIME

weaknesses

threats

strengths

opportunities

20 minutes

weaknesses

threats

strengths

opportunities

SWOT

GATHERING

weaknesses

threats

**WAIT FOR...**

**TALENT MANAGEMENT COMMISSION 3.0**