

# Experience the world differently

Unlocking potentials in the digital era for AIESEC



**Bay Consulting** 

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# AIESEC is under the need of digital transformation



1

**CHALLENGES** 

How to increase the number of exchange opportunities posted by organizations on AIESEC.org?

How to increase proportion of opportunities that find a suited candidate?

How to define and measure AIESEC impact on exchange participants leadership?

#### **STRATEGY**

# Increased transparency of information flow on the online platform

#### ACTION

Set targets to match supply and demand

**Sales & Marketing** 

#### **Digital & IT**

Create a smart recommendation system

## **Operations**

Conduct a situation-based assessment

#### **IMPACT**

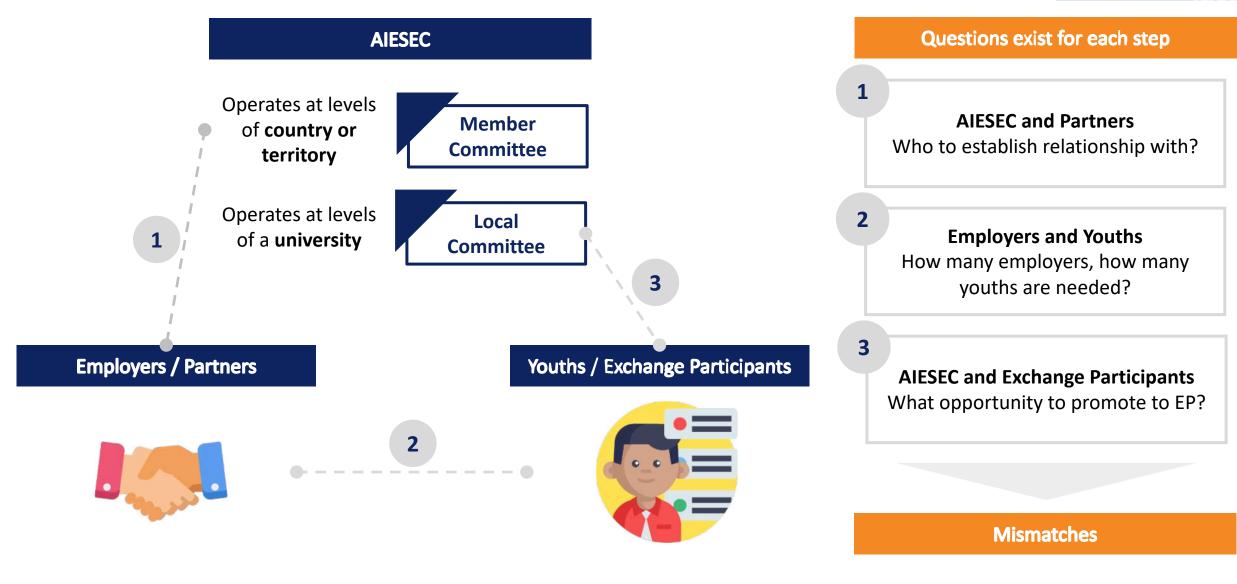
Increased opportunity posting and EP traffic onto the online platform

Improved realization rate through smarter opportunity creation and search

More accurate measurement of the enhancement in EP's leadership ability

# Sales & Marketing Overview: Guided business activities based on data insights

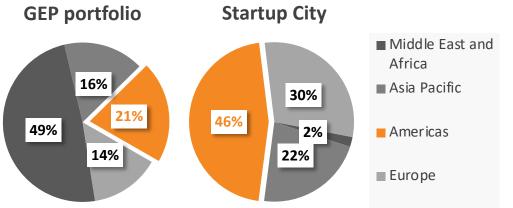


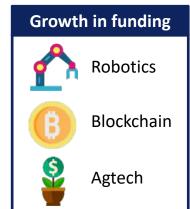


# Capture global trend in entrepreneurship to align with its own portfolio



GEP portfolio vs top 50 startup cities' geographic composition





Challenges in hiring and working internationally

#### **Employer**

- The need for hiring internationally is not identified
- Low filling rate of positions

#### Youth

- Unfamiliar working nature and conditions
- Possibly low working satisfaction

**Key Insight** 

GEP partnership is not aligned with current global trend, potentially leading to unsatisfactory international hiring and working experience.

# Who to establish relationship with? High growth + expanding startup



#### For AIESEC:

Increased opportunity posting



#### For high growth organization:

- Access to global talents
- Knowledge in foreign market
- Innovative thinking



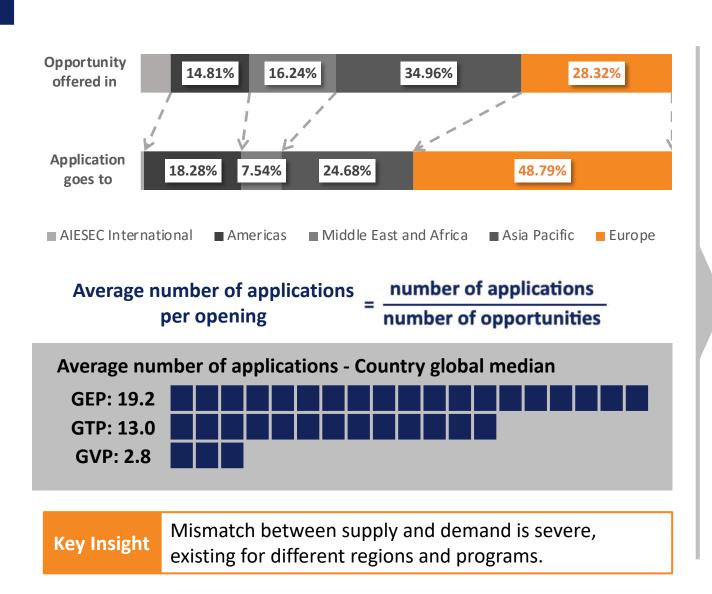
#### For exchange participants:

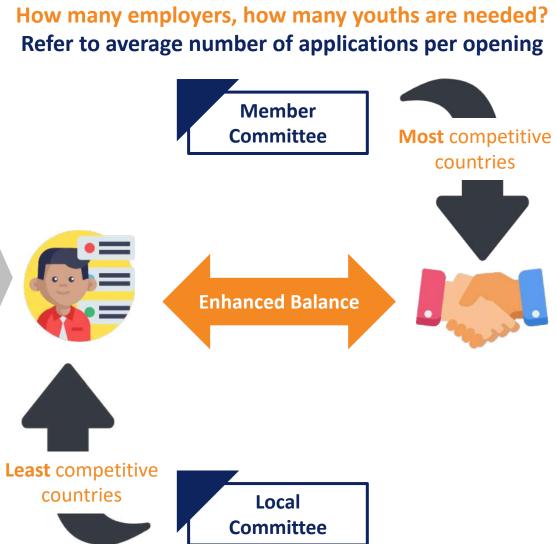
- Open working environment
- Rewarding experience in fastgrowing industry

Source: Statista; Startup Blink; Global internship impact report

# Implement a balanced partner/EP acquisition strategy to match the supply and demand









#### **Model Training**



# **Training Sample**All historical opportunities



#### **Training**

opportunity attributes against target variable (realization)

#### **Top Correlation attributes**

- Program country
- Program region
- Start month
- Program type
- Program creation month

#### **Model Deployment**



New opportunity comes
Run in model

Model	Accuracy
Deep Learning	69.5%
Decision Tree	68.5%
Logistic Regression	66.0%
Xgboost	66.4%
Naïve Bayes	62.1%

# Prediction reports 9.8 percentage points more accurate than baseline prediction!

#### **Prediction Result Implementation**

What opportunity to promote to EP?

Prioritize Promotion based on predictive model





Better Matching & Increased realization

# Digital & IT Overview



#### Application Funnel Analysis, 2001-2017

Problem

AN issued
AN signed
Make payment
Realized

7%

0%
20%
40%
60%
80%
100%

Low realization rate

Applications 58% 42% Accepted (AN issued) Rejected 78% 22% Sign AN Withdrawn before signing AN 92% 8% Withdrawn before payment Make Payment 88% Realized (fist day of work) Withdrawn after payment

High withdrawn rate before signing AN

**Root Cause** 

The opportunity might not be attractive enough

Mismatch between participants and opportunities

Recommendation

**Partners** 

Smart reminder for opportunity creation

**Exchange Participants** 

Enhanced recommender system by collaborative filtering

# Enhanced recommendation system for participant portal



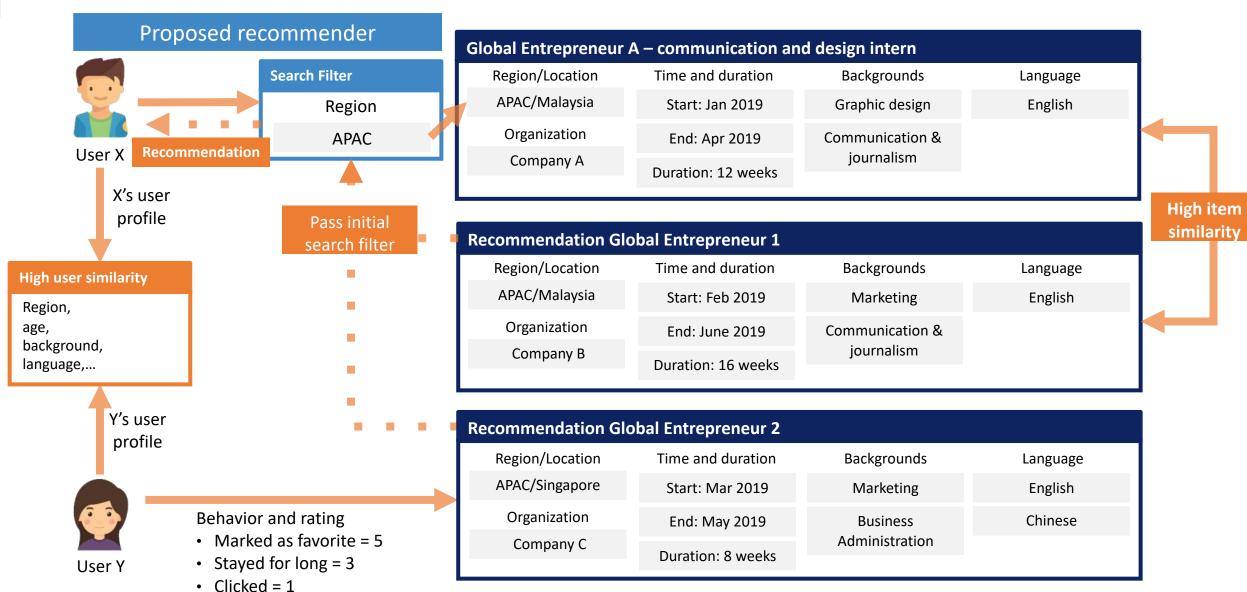


**Key Insights** 

The recommendation matches only one dimension which might lead to mismatch between exchange participants and opportunities

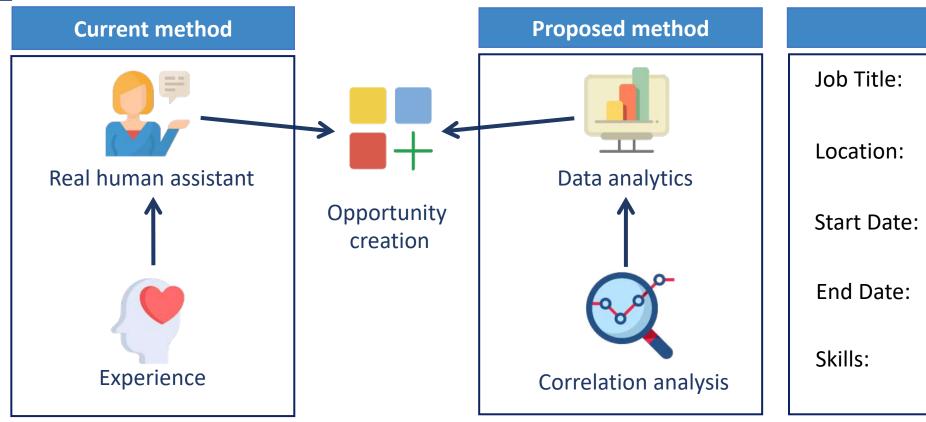
# Enhanced recommendation system for participant portal





# Smart reminder for opportunity creation for partners





Job Title:

Location:

Set the start date in June will increase the chance of finding suitable opportunities

Start Date:

21/5/2019

End Date:

Key Insights The current method heavily relies on human capital and based on intuitions

Key Benefits

- 24/7 automated service
- Data-driven recommendation
- More optimized setting for better realization

# Operations overview: questionable impact on the current LDA assessment















**Search & Apply** 

**Interview** 

**Matched and Paid** 

Entry LDA (48 questions)

Realization

Exit LDA (48 + 48 questions)

Initial Leadership Development Assessment (1 of 48)

Complete Leadership Development Assessment (1 of 96)

#### I am able to adapt quickly to changing circumstances.

Definitely untrue for me	Occasionally this is true for me	Frequently this is true for me	Most of the time this is true for me	This is always true for me
0	1	2	3	4

Subtotal scores reflects performance in Solution Oriented: Adapts and shows resilience in the face of challenges.

**Key Insight** 

Daunting questionnaire layout results in low response rate and accuracy

# Insignificant LDA score differences result in difficult measurement on AIESEC impact



<b>Entry</b> s	urvey v.s. <b>Exit</b> survey	/	<b>Entry</b> survey	v.s. <b>Contribution</b> su	urvey
Pillar	Mean Difference (in scale of 5)	Standard Deviation	Pillar	Mean Difference (in scale of 5)	Standard Deviation
World Citizen	0.1032	0.6212	World Citizen	0.2532	0.6996
<b>Empowering Others</b>	0.0739	0.6114	Empowering Others	0.1523	0.6920
Self-aware	0.1020	0.6369	Self-aware	0.2029	0.7259
Solution Oriented	0.1127	0.6131	Solution Oriented	0.2060	0.6271

**Key Insight** 

Scale-based questionnaire ineffective and incomparable in measuring AIESEC impact on EP

# Design a customized, situation-based LDA for each program type















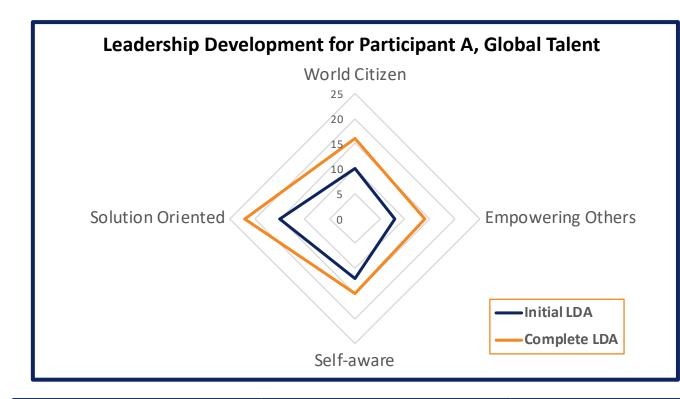
**Search & Apply** 

Entry LDA + Interview (24 questions)

**Matched and Paid** 

Realization

Exit LDA (24 questions)



Pillar	Initial LDA	Complete LDA
World Citizen	10	16
<b>Empowering Others</b>	8	14
Self-aware	12	15
<b>Solution Oriented</b>	15	22

Solution	Initial LDA Score	15 (out of 24)
Oriented	Complete LDA Score	22 (out of 24)

# A time bound implementation is essential to our success

More resource intensive

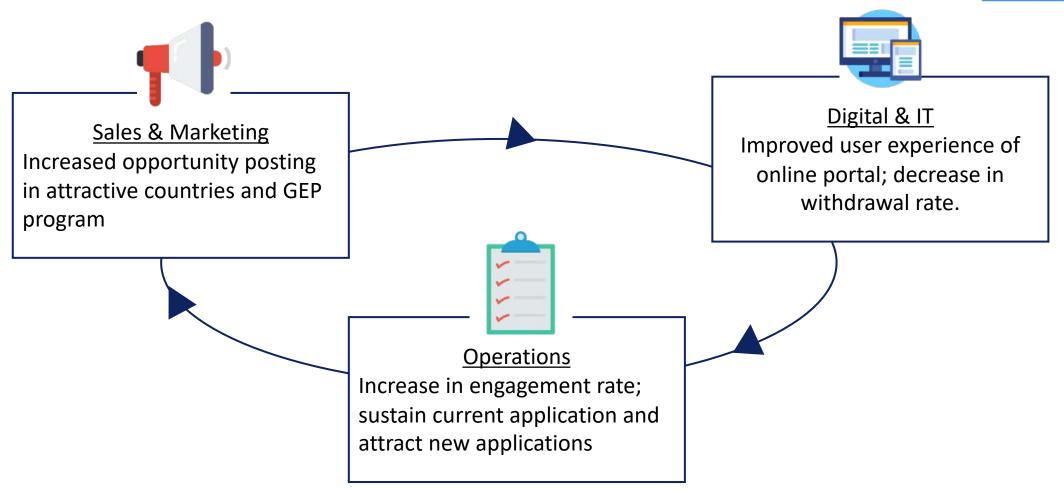
Less resource intensive



		2019E			202	20E	
Sales & Marketing	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Pilot testing: communicate with Europe Local Committee to attract more partnerships							
Global marketing campaign for less popular destinations through various marketing channels							
Use data driven method (predictive modelling) to promote attractive opportunities							
Monitor results and set KPIs for LC and MC							
Digital & IT: enhanced recommendation system & smart reminder							
Model Training for Recommender System, Smart Reminder and Predictive Model							
Model Deployment							
Model Testing							
Adjustment and Rollout							
Operations: situational LDA assessment							
Redesign questionnaire							
Restructure interview process							
Conduct new LDA pilot testing in Global Volunteer							
Review results and adjustment							
Rollout globally							

# Our strategy creates positive synergy between the 3 functions of the organization





# Propel AIESEC's impact on youth leadership in the digital era



#### Overview

#### Sales & Marketing

- Capture global trend in entrepreneurship
- Implement a balanced partner/EP acquisition strategy
- Prioritize promotion of opportunities based on the predictive model

#### Digital & IT

- Current recommendation system overview
- Enhanced recommendation system for participant portal
- Smart reminder for opportunity creation for partners

#### **Operations**

- Insignificant LDA score differences
- Design a customized, situation-based LDA for each program type

#### Implementation Timeline

Positive synergy with collaboration from 3 functions

#### **Assumptions: Process Model**

#### **Data Filtering and Reduction**

- Opportunities Table
- Opportunities Application Table
- Opportunities Application Table Conversion Table
- Opportunities Application Table Conversion Table (Continued)
- LDA Table
- Table Creation

#### **Choosing Statistical Software**

#### Data Visualization and Infographics



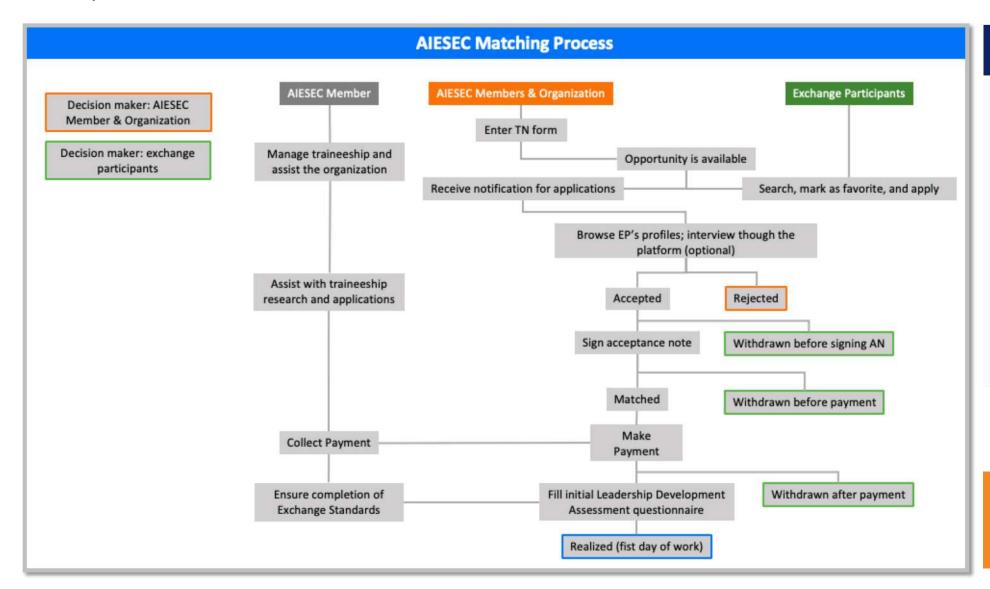
- Count of Opportunities by Region and Country
- Count of Opportunities Applications by Region and Country
- Count of Opportunities and Opportunities Applications, Europe
- Predictive Analysis
- LDA Statistics
- Average number of applications per opening (by region)
- Average number of applications per opening (by country)
- Global startup trend
- Global sustainability development

#### **Feasibility Analysis**

- Sales & Marketing
  - Social Media Advertising
- Digital & IT
  - Recommender System Data Structure
  - Smart Reminder Correlation Analysis
- Operations
  - Entry survey under Global Talent Program
  - Exit survey under Global Talent Program
  - Results and Evaluation
  - Hypothesis testing on LDA score differences
- Predictive Model Deep Learning
- Predictive Model Feature Engineering
- Overall cost: efficient and manageable
- Overall impact

### Assumptions – Process Model





#### **Possible Deviations**

- between LC and EP beyond online portal (e.g. WhatsApp, Facebook Messages)
- Face-to-face interview records between LC and EP

Intrinsically difficult to be incorporated into the process model

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# Data Filtering and Reduction – Opportunities Table



1

Change entry format from application-based to opportunity-based



• **Application-based**: Each entry represents a particular application to an opportunity



Opportunity-based: Each entry represents an unique opportunity

Remove variables for merging duplicate entries with same Opportunity ID



Remove variables: matched\_or\_rejected\_at, experience\_start\_date and experience\_end\_date

3

Retain / Remove entries based on status variable



Retain entries with Open status that are considered as posted opportunities



 Remove entries with **Draft** and **Removed** status that are considered not being posted on AIESEC portal

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# Data Filtering and Reduction – Opportunities Application Table



1

Identify new status from existing variables:

status, an\_status, paid\_at, experience\_start\_date



an\_status: The acceptance note is accepted / declined / not applicable



paid at: TRUE indicates the payment has been made, and vice versa for FALSE



 experience\_start\_date: TRUE indicates the experience has been realized, and vice versa for FALSE



Create new status aligning with process model



rejected: The application is rejected before acceptance note is issued



withdrawn before signing AN: Withdrawal before signing acceptance note



withdrawn before payment: Withdrawal before paying the program fee



• withdrawn after payment: Withdrawal after paying the program fee



• realized: The traineeship has been realized

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# Data Filtering and Reduction – Opportunities Application Table *Conversion Table*



status	an_status	paid_at	experience_start_date	New status
acceptance_broken	accepted	TRUE	FALSE	withdrawn after payment
acceptance_broken	accepted	FALSE	FALSE	Entry removed as insignificance / error
accepted	accepted	TRUE	FALSE	withdrawn after payment
accepted	accepted	FALSE	FALSE	withdrawn before payment
approval_broken	accepted	TRUE	FALSE	rejected
approval_broken	accepted	TRUE	TRUE	Entry removed as insignificance / error
approval_broken	accepted	FALSE	FALSE	withdrawn before payment
approval_broken	N/A	FALSE	FALSE	withdrawn before signing AN
approved	accepted	TRUE	FALSE	realized
approved	accepted	FALSE	FALSE	withdrawn before payment
approved	N/A	FALSE	FALSE	withdrawn before signing AN
approved_ep_manager	accepted	FALSE	FALSE	withdrawn before payment
approved_ep_manager	accepted	TRUE	FALSE	withdrawn after payment
approved_op_manager	accepted	FALSE	FALSE	withdrawn before payment
approved_op_manager	accepted	TRUE	FALSE	withdrawn after payment
declined	accepted	TRUE	TRUE	withdrawn after payment
declined	accepted	FALSE	FALSE	Entry removed as insignificance / error
declined	declined	FALSE	FALSE	withdrawn before signing AN
declined	accepted	FALSE	TRUE	withdrawn before signing AN
matched	accepted	TRUE	FALSE	withdrawn after payment
matched	accepted	FALSE	FALSE	withdrawn before payment
matched	N/A	TRUE	FALSE	withdrawn before signing AN  Back

# Data Filtering and Reduction – Opportunities Application Table *Conversion Table (Continued)*



status	an_status	paid_at	experience_start_date	New status	
matched	N/A	FALSE	FALSE	withdrawn before signing AN	
open	N/A	TRUE	FALSE	withdrawn after payment	
open	accepted	TRUE	FALSE	withdrawn after payment	
open	accepted	FALSE	FALSE	withdrawn before payment	
pen (on or after 2018)	N/A	FALSE	FALSE	Entry removed as realization status not identified	
open (before 2018)	N/A	FALSE	FALSE	rejected	
realization_broken	accepted	TRUE	FALSE	withdrawn after payment	
realization_broken	accepted	TRUE	TRUE	withdrawn after payment	
realization_broken	accepted	FALSE	FALSE	withdrawn before payment	
realization_broken	accepted	FALSE	TRUE	withdrawn before payment	
realization_broken	N/A	FALSE	TRUE	withdrawn before signing AN	
realized	N/A	N/A	N/A	realized	
rejected	N/A	FALSE	FALSE	rejected	
rejected	accepted	TRUE	FALSE	withdrawn after payment	
rejected	N/A	TRUE	FALSE	withdrawn after payment	
rejected	accepted	FALSE	FALSE	withdrawn before payment	
rejected	declined	FALSE	FALSE	rejected	
withdrawn	accepted	TRUE	FALSE	withdrawn after payment	
withdrawn	accepted	TRUE	TRUE	withdrawn after payment	
withdrawn	accepted	FALSE	FALSE	withdrawn before payment	
withdrawn	N/A	FALSE	FALSE	withdrawn before signing AN	
withdrawn	N/A	TRUE	FALSE	withdrawn after payment Back	

### Data Filtering and Reduction – LDA Table



1

# Align with Opportunities Table based on unique Opportunity ID



Entries found in the LDA Table but not in the Opportunity Table are removed for consistency

2

Subset LDA Table into three categories: Entry, Exit and Contribution



Entry survey: TRUE for entry\_survey column



Exit survey: FALSE for both entry\_survey and contribution\_survey column



Contribution survey: TRUE for contribution\_survey column

3

## **Merge and Compare**



- Join three surveys together with unique Opportunity and Person ID
- Comparison analysis on the most updated record (if duplication exists)

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# Data Filtering and Reduction – Table Creation



1

Create new tables separately containing skills, background and language variables with respect to Opportunity ID



Background: opp\_background\_req, opp\_background\_pref



Skills: opp\_skill\_req, opp\_skill\_pref



Language: opp\_language\_req, opp\_language\_pref

2

Limit maximum cell values



Maximum cell values under new tables are limited to 10 to exclude outliers

Size of datasets after filtering and reduction						
Table Original Counts New Counts						
Opportunities Table	813,635	405,494				
Opportunities Application Table	4,678,887	3,157,111				
LDA Table	338,843	235,527				

Note: The filtered and cleaned datasets after the preparation process are served as our pillars in conducting further analysis and modelling.

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**Appendix** 



### Data Preparation and Filtering

#### Data Visualization and Descriptive Analysis

## Machine Learning and Modelling









- Ability to handle large dataset
- Nearly zero cost with extensive usage on data analytics

- User-friendly for basic descriptive analytics
- High degree of customization

- Ability to handle large dataset
- Easy-to-understand infographics from templates

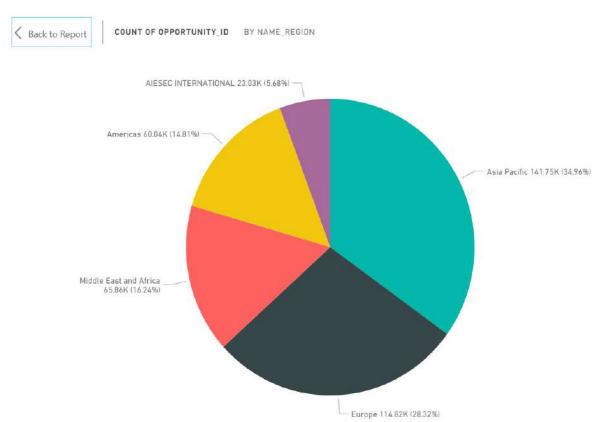
- Ability to deploy machine learning models
- Allows quick prototype and easy implementation

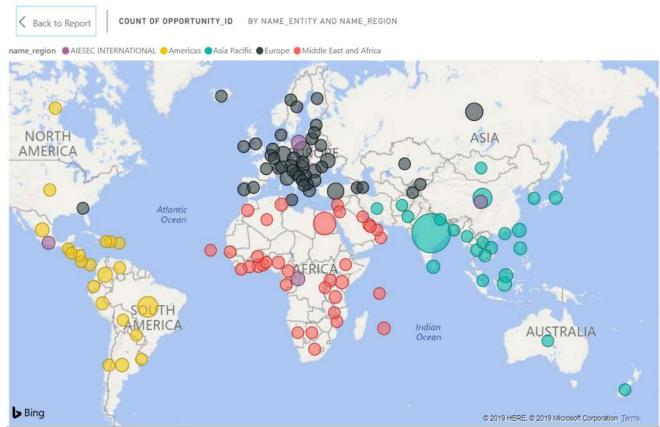
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# Count of Opportunities and Opportunities Applications



# **Count of Opportunities by Region and Country**



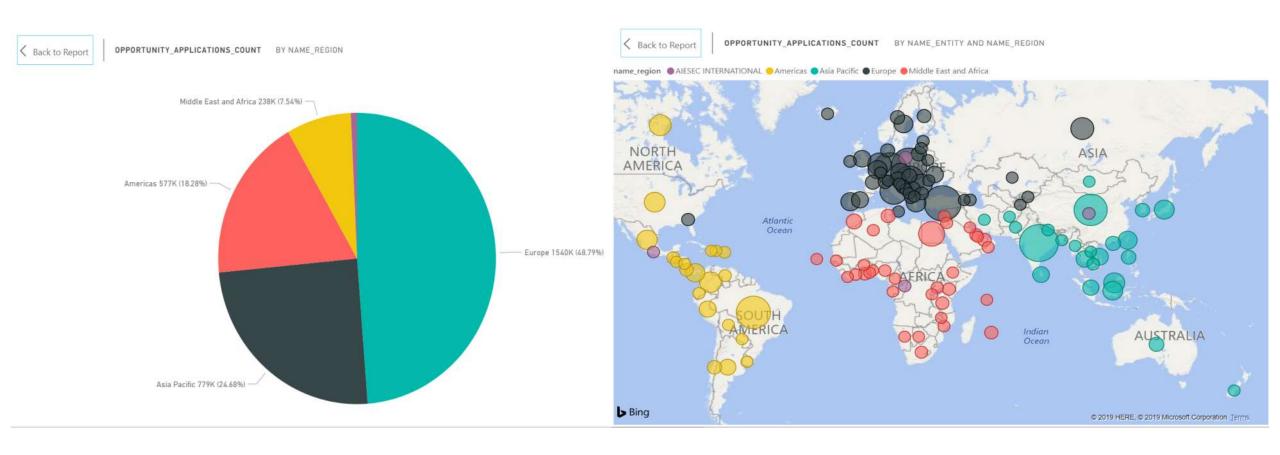




# Count of Opportunities and Opportunities Applications



# Count of Opportunities Applications by Region and Country

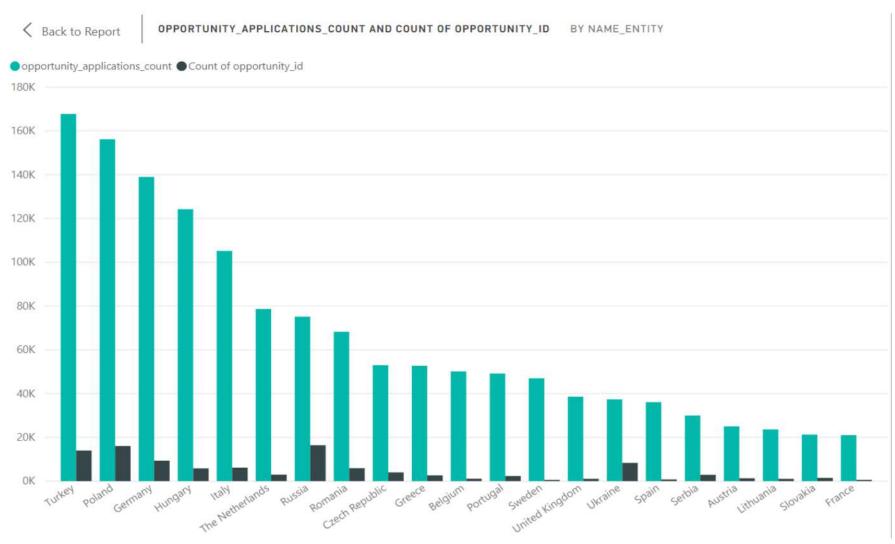








# Count of Opportunities and Opportunities Applications, Europe



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# Data Visualization and Infographics *Predictive Analysis*



# **Correlations of attributes against Realization**

Attributes	Pearson Correlation	Mutual Information	Chi Square	Spearman Correlation	Total Rank
name_entity	1	1	1	1	4
name_region	2	4	3	2	11
start_month	3	3	4	4	14
programme_id	4	5	5	3	17
duration_min	6	2	2	8	18
created_month	5	6	6	6	23
language_r_count	8	7	7	5	27
background_p_count	7	10	10	7	34
background_r_count	10	7	7	11	35
skill_p_count	12	8	8	10	38
skill_r_count	11	9	9	12	41
language_p_count	9	12	12	9	42
openings	13	11	11	13	48

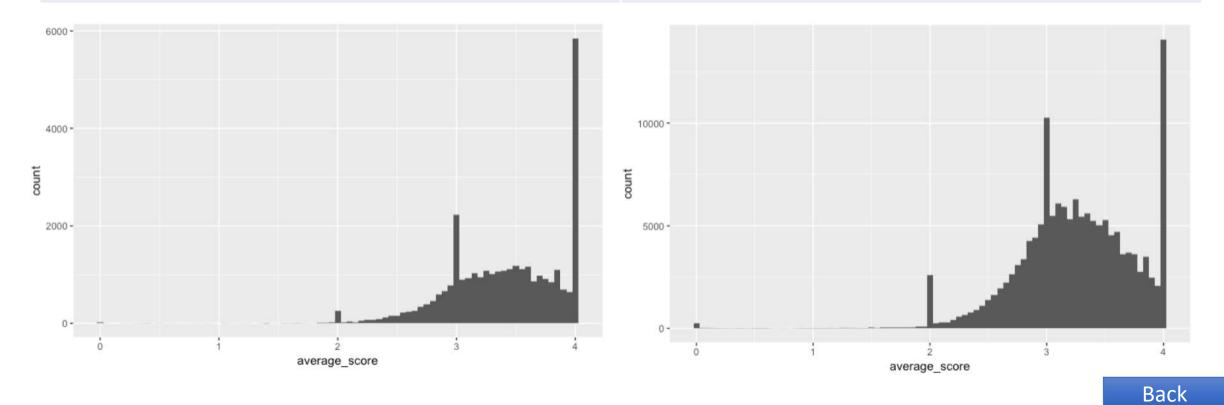
Note: the maximum of language, background and skill count would be 10 because only a small amount of opportunities which have more than 10 counts

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# Average LDA score for entry survey against realization

Not Realized	Realized
Mean Score: 3.414598	Mean Score: 3.243703
Standard Deviation: 0.4804039	Standard Deviation: 0.5102234



Average number of applications per opening (by region)



programme_id	name_region	# of app received	# of openings	Avg. # of app	per opening
<b>Global Entrepreneur</b>	Europe	63588	1982		32.1
	Americas	37417	2572		14.5
	AIESEC INTERNATIONAL	37	3		12.3
	Asia Pacific	28132	3043		9.2
	Middle East and Africa	18213	54438		0.3
<b>Global Talent</b>	Americas	317068	17743		17.9
	Europe	796922	50500		15.8
	Asia Pacific	436258	61215		7.1
	Middle East and Africa	71443	13364		5.3
	AIESEC INTERNATIONAL	19991	17801		1.1
<b>Global Volunteer</b>	Europe	679859	112461		6.0
	Americas	222568	101149		2.2
	Asia Pacific	314768	270627		1.2
	AIESEC INTERNATIONAL	2825	5668		0.5
	Middle East and Africa	148348	30904063		0.0

<sup>\*</sup>Egypt has some opportunities with extremely great number of openings

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Average number of applications per opening (by country)



<b>Global Entrepreneur</b>			Global Talent			<b>Global Volunteer</b>		
Median		19.20	Median		13.02	Median		2.80
New Zealand	Asia Pacific	142.7	Seychelles	Middle East and Africa	124.0	Switzerland	Europe	39.1
Canada	Americas	107.5	<b>United Arab Emirates</b>	Middle East and Africa	95.1	Canada	Americas	37.6
Switzerland	Europe	87.9	Ireland	Europe	86.9	Iceland	Europe	35.5
United Kingdom	Europe	79.0	Sweden	Europe	71.1	Denmark	Europe	25.7
Malta	Europe	76.9	Panama	Americas	54.1	United States	Americas	21.3
Kenya	Middle East and Africa	2.6	Cameroon	Middle East and Africa	0.9	Japan	Asia Pacific	0.3
Algeria	Middle East and Africa	2.4	Croatia	Europe	0.8	Qatar	Middle East and Africa	0.3
Senegal	Middle East and Africa	1.6	Macedonia	Europe	0.5	Bahrain	Middle East and Africa	0.1
Benin	Middle East and Africa	0.5	Armenia	Europe	0.4	Ghana	Middle East and Africa	0.1
Egypt	Middle East and Africa	0.2	Botswana	Middle East and Africa	0.4	Egypt	Middle East and Africa	0.0

Most competitive countries

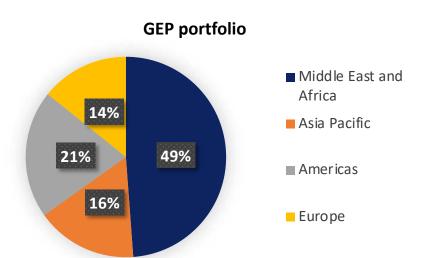


Least competitive countries

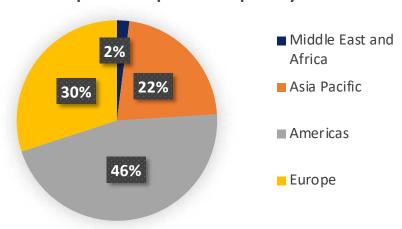
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### Global startup trend

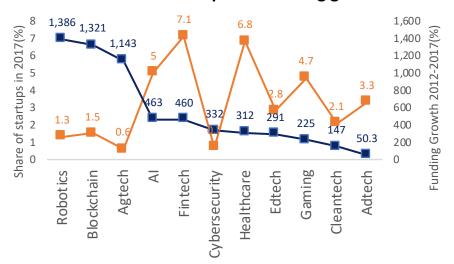




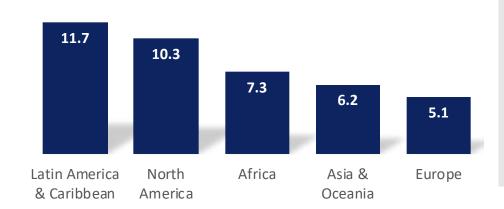
#### Startup cities: top 50 startup ecosystems



#### Share of startups and funding growth



#### **Start-up rate (Nascent Entrepreneurship Rate)**



Share of startups

**-**■-Funding growth

#### Source:

Startupblink. Cities global ranking of startup ecosystem. Available at

#### https://www.startupblink.com/sta

#### rtups

GEM. (n.d.). Rate of start-ups worldwide in 2017, by region. In Statista - The Statistics Portal. Retrieved February 2, 2019, from

https://www.statista.com/statistic s/692473/start-up-rate-

#### worldwide-by-region/

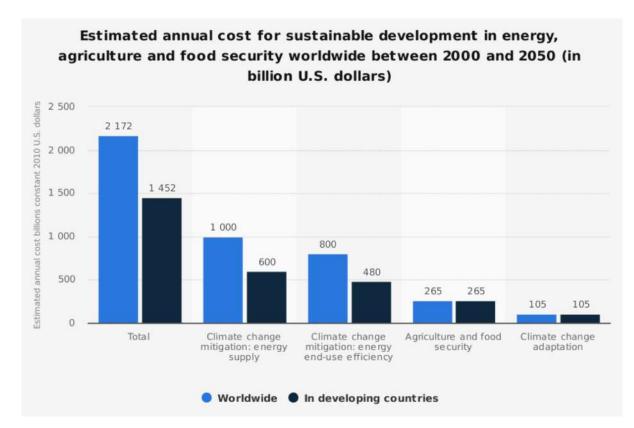
Startup Genome. (n.d.). Growth in startup funding worldwide between 2012 and 2017, by industry. In Statista - The Statistics Portal, available at https://www.statista.com/statistic

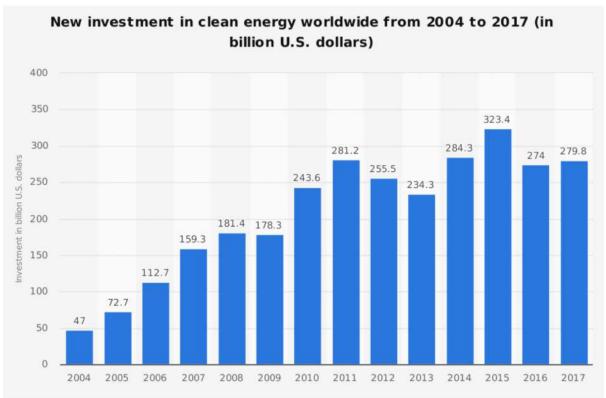
https://www.statista.com/statistic s/882609/growth-startup-fundingby-industry/

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# Global sustainability development







Source: FAO. (n.d.). Estimated annual cost for sustainable development in energy, agriculture and food security worldwide between 2000 and 2050 (in billion U.S. dollars). In Statista - The Statistics Portal, available at

https://www.statista.com/statistics/678743/investment-required-for-sustainable-development/

Source: Bloomberg new energy finance; UNEP; FS-UNEP Collaborating Center

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# Set Europe as pilot region to capture global trend in entrepreneurship and increase partner acquisition



- Europe sees most sever imbalance between application and opportunity
- Startup ecosystem is developed in Europe



- European LC should partner with European startup coworking space and accelerators
- Leverage on partners' access to startups



Initiate multi-channel marketing and promotion effort



- Global marketing campaign: less popular destinations via social media
- Promotion highlights the exotic scenery, culture, and fast-growing economy of the region



- Offline marketing campaign: through MC
- Promotion based on predictive model insights and youth preferences

#### Monitor results and set KPIs for LC and MC

Opportunity offering portfolio

Average number of applications

**Realization rate** 

Source: Startupblink. Available at <a href="https://www.startupblink.com/coworking">https://www.startupblink.com/coworking</a>

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# Feasibility analysis: Sales & Marketing – social media advertising



Campaign Setup

# Monthly Management

Ad Spend

The second secon		\$6000)	(\$200-\$49,999)	
Custom Build Out —				
Ad Copy Creation (Ad Buil	ld Out)	Custom Audience Creation		
Facebook Ad Account Cre	eation	Facebook Billing Integration		
Lead Form Creation (if ap	plicable)	Ad Scheduling		
Conversion Tracking Integ (tracking number, form fill		Geographic/Persona Targeting		
Onboarding Meeting w/ D Project Manager – 24-48 from agreement		Pre-Launch Campaign Review		
Monthly Services -				
Weekly Optimizations		Conversion Based Bidding		
Placement Optimizations		Ad Copy Multivariate Testing		
Geo-Specific Optimization	ns	Campaign Progression Reviews Monthly		
Transparent Reporting – impressions, clicks, calls,	form fills	Dedicated Project Manager		
No Contract				

- Example: Social media advertising pricing model for small businesses.
- The pricing is flexible and fully under control.

57%

of millennials feel that ads are becoming more relevant

50%

42%

Social media is the **most relevant** advertising channel for 50% of Gen Z and 42% of millennials



Source:

Bizig, available at https://bizig.com/social-media-advertising-pricing/ (for reference only) Adobe Digital Insights: State Of Digital Advertising 2018

**Appendix** Major Challenge Sales & Marketing Digital & IT **Operations** 

## Predictive Model – Deep Learning



## **Data Preparation**

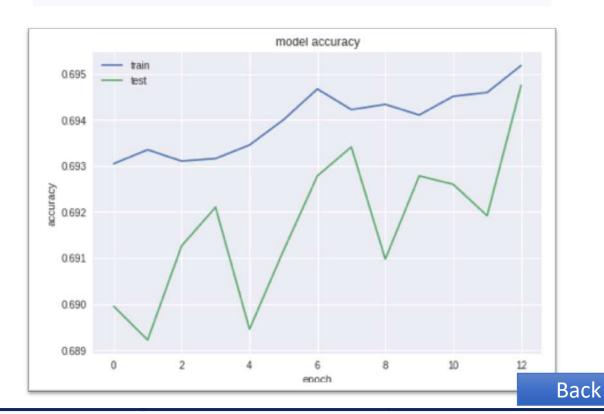
- Feature Engineering
- Outlier Removal
- NA Value handling
- Normalization

## Data Modeling

- 3 hidden layers (200, 100, 50)
- L2 Regularization & Dropout
- Relu for hidden layers
- Sigmoid for output layer

### **Model Evaluation**

- 69.5% testing accuracy
- Upward trend for testing accuracy
- F score: 0.560



## Predictive Model – Feature Engineering



**start\_month**: the month component of earliest start date

language\_r\_count: count of total languages requested

language\_p\_count: count of total languages preferred

background\_r\_count: count of total backgrounds requested

background\_p\_count: count of total backgrounds preferred

**skills\_r\_count**: count of total skills requested

**skills\_p\_count**: count of total skills preferred

**Flexbility**: Latest end date – earliest start date

**Open\_Window**: Application close date – creation date



Mo	del	Trai	nin	g
1710	G C I	11 41		O

## **Model Deployment**

## **Model Testing**

**Recommender system** 

Train the model with the opportunity data using itembased and user-based method

Incorporate the Recommender
System to the current participant
portal

Conduct A/B testing on sample groups measured by click-through rate of recommendation

**Smart reminder** 

Calculate the correlation between different variables against the realization

Incorporate the Smart Reminder to the current partner portal

Click-through rate of the reminder would be the evaluating metric

**Predictive model** 

Train the model with opportunity features to predict realization

Build a user interface for inputting the opportunity and outputting a probability

The model would be passed on to the sales and marketing team

#### **Official Launch**



### Sample Data for User-based Method

	Opportunity ID				
User ID	201	202	203	204	205
10001	10	15	10		
10002	8	10			
10003			3	6	10
10004				14	11
10005				3	

Scores would be based on different interactions such as clicked, mark as favorite, etc...

### User-based Method Algorithm

- Calculate the similarity between a user and all other users in the database
- Look at the k nearest users
- Among all the other items that they interacted with, choose the best and recommend them to the user

### Sample Data for Item-based Method

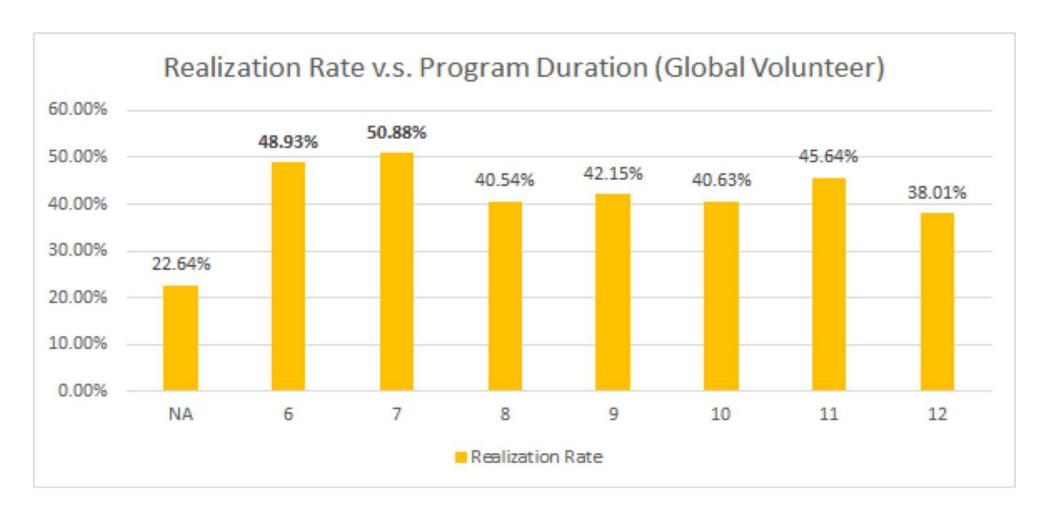
	Opportunity ID				
User ID	201	202	203	204	205
10001	10	15	10		
10002	8	10			
10003			3	6	10
10004				14	11
10005				3	

Scores would be based on different interactions such as clicked, mark as favorite, etc...

### **Item-based Method Algorithm**

- Calculate the similarity between a item and all other items in the database
- Look at the k nearest items
- Among all the other items that they interacted with, choose the best and recommend them to the user





## Feasibility Analysis: Operations



## 1 Redesign LDA questionnaire for three program types



- Research and development on new questions
- Collaboration with talent measurement consultancies

## 4 Review pilot test results and modify LDA questions



- Retrieve EP's exit survey scores in 6 weeks
- Evaluate against engagement rate and score differences
- Enhance user experience and back-end analysis

## Restructure entry LDA within online application process



- Engagement from IT department
- Parallel construction with the new online platform

## 5 Rollout globally to all programs and opportunities



Expected rollout date in 2020 Q3 and Q4

## **3** Conduct Pilot Testing in Global Volunteer Program



- Larger focus on attributes and characteristics
- Shorter average duration on experiences

### **Expected cost break-down for implementation**

IM & BI

Information Technology

**Research & Development** 

0%

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Reference: AIESEC Global Annual Report 2017 - 2018



## **Hypothesis Testing under Normal Assumption**

**Null:** Mean score difference for each pillar = 0

**Alternative:** Mean score difference for each pillar ≠ 0

## LDA Score Differences between entry and exit survey

Pillar	Mean	Standard Deviation	Z Score	Baseline at 95% Confidence	Reject null hypothesis?
World Citizen	0.1032	0.6212	0.1661	Reject null hypothesis if Z Score ≥ 1.96	
Empowering Others	0.0739	0.6114	0.1209		Da Nat Dalast
Self-aware	0.1020	0.6369	0.1602		Do Not Reject
Solution Oriented	0.1127	0.6131	0.1838		Back



## **Initial Leadership Development Assessment – Global Talent**

You are a few weeks into the internship experience in Germany and it is much more difficult than you expected. Daily duties take a long time to complete, and there is constant pressure. You need to work frequently with people from different departments and background and there are moments when you are not sure if you will successfully complete the work you need to.

### How do you respond?

Λ		You speak to your Manager as well as AIESEC member frequently to ask their advice for a better chance
<i>-</i>	٠.	of succeeding through their support.

- You are not too concerned and you are used to hard work. As long as you learn from any setbacks, you feel okay about persevering through the challenges.
- It is important to do the best job possible, so you make sure you ask for as much help and support as you can. This will help you cope with the pressure.
- D. You are used to challenges and get stuck in. You simply have to make it happen and do whatever it takes.

1

4

2

3

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## Redesigned LDA prototype – Exit survey under Global Talent Program



## **Complete Leadership Development Assessment – Global Talent**

During your internship in Germany, you have just finished preparing a complex model for a Director in your team. You have shared the results with them and they are really satisfied. They ask if you can test how your model performs with a different approach. You have not tried this before and are not entirely sure how to go about it.

### How do you fell about this and what do you do?

Λ	You think the best thing is to be shown by an expert how to do this and next time you can have a go
Α.	yourself. You seek out another senior colleague and ask for some of their time to assist you.

- You want to learn from the Director and ask if they have done this previously perhaps they would not mind showing you the principles, then can complete the rest alone.
- You are not daunted and would be keen to try working this through by yourself you are a fast learner and with a bit of research, you think you can deliver what they need.
- Given your experience level and the fact that this task needs to be done accurately, you suggest the Director delegates it to another team member, who is more experienced.

Score

2

3

4

1

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Pillar	Initial LDA	Complete LDA	
World Citizen	10	16	
Empowering Others	8	14	
Self-aware	12	15	
Solution Oriented	15	22	



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## Overall cost: efficient and manageable



### **Sales & Marketing**

# Travel expenses Local committee may travel more frequently to build

relationship and seek for partnerships.



Marketing and advertising

Social media advertisement, outdoor and transit advertisement, and promotion by LCs.

### **Digital & IT**



IM & BI

Online analytics tool for monitoring the clickthrough rate of the new enhancement of the platform.



Information technology

Incorporating the model to the existing platform.

### **Operations**



IM & BI

Online analytics tool developed for real time analysis on participants' LDA assessment.



Information technology

Modify and maintenance of the platform.



**Research development** 

In search for suitable situation-based questions for the new LDA.

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Sales & Marketing **Appendix** Major Challenge Digital & IT **Operations** 

## Overall impact



1

How to increase the number of exchange opportunities posted by organizations on aiesec.org?

2

How to increase the proportion of posted opportunities that find a suited candidate (realized traineeships)?

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How to define and measure AIESEC impact on exchange participants leadership?

Balanced EP strategy and establish partnership through sales & marketing channels

Enhanced recommendation system and smart reminder for EP and partner organizations

Newly designed situation based survey with application process improvement

### **Transforming AIESEC into a transparent online portal**

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