

## **Shreeya Agarwal – Summary PDF**

My vision is to create a high-performing, financially sustainable and well-integrated LC that delivers impactful experiences whilst fostering a strong leadership culture. I want AIESEC to be seen as a valuable opportunity for students, rather than just another society, by enhancing engagement, synergy, and results driven operations.

3 main areas for focus are:

- Consistency and Synergy across all departments
  - o Improve alignment between ER, MKT, OGX, and TM to ensure smooth operations and a cohesive LC through more consistency of work outputted
  - o Done through monthly ER events to maintain engagement, implementing fortnightly marketing content plan across all channels, strengthen synergy through targeted lead nurturing and conversion strategies, and standardise TM onboarding and leadership pipeline for better role clarity and retention
- Smarter Use of Time and resources
  - o Increase operational efficiency through better planning and structured processes
  - o Differentiate social vs working members to set clearer expectations
  - o automate administrative tasks (e.g. CV vetting tools, exchange tracking systems etc)
  - o streamline VP planning and execution, ensuring all strategies transition from planning to tangible results
  - o improve data-driven decision-making by ensuring regular tracking and reporting to AIESEC UK for cluster and OD
- create an AIESEC experience that's engaging and rewarding
  - o foster a culture where members feel valued, challenged and motivated to contribute
  - o monthly socials to strengthen AIESEC community and attract new members constantly.
  - o Enhance LC collaboration with London LCs to increase engagement
  - o Introduce financial incentives for high-performing teams by leveraging partnerships
  - o Improve interactive onboarding and training to align roles with student interests

We've already seen the upward trend since AIESEC in Imperial was founded in 2019. Let's make this exponential.



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