

		2016-2017			2017-2018		2018-2019		2019-2020	2020-2021
ELD: Youth	Objective	Global CF Implementation	Value Delivery strategies integration	Framework for Venezuelans Abroad	Consolidate CF (focus in VD) strategies	Partnerships for Product Evolution	Expansion through EwA and Digital Presence		Partnerships Consolidation	
	Description	100% implementation of the new global customer flow, according to the Venezuelan context.	Integration of new global Value Delivery strategies and standards into regular OGX operations	Improve processes and standardize implementation method of Venezuelans Abroad as an OGX sub-product in the network	Ensure continuity and consolidation of Customer Flow (with focus in Value Delivery strategies) from the last year, and improvements needed based on feedback	Build partnerships with external entities to improve products performance in various aspects.	Work together with EwA and Digital expansion strategies to expand the reach of our ELD Products for Youth.		Consolidate partnerships for improved product performance built in the last term and evaluate need for new partnerships.	
	MC Role	-Plan creation and deployment for CF implementation -Design materials and tools needed to support successful implementation	-Analyze and adapt global Value Delivery strategies for the network. -Drive change within the network and provide support through engagement and education.	-Research and Development of sub-product prototyping (analyzing current status, optimizing the methodology and designing new processes). -Drive strategic network implementation with key piloting LCs.	-Analysis of last year's strategies along with the network to detect key improvements needed. -Design consolidation plan for the strategies including the needed improvements. -Ensure Virtual Value Delivery Framework is adapted and included, for the VAMs initiative of the Expansion section.	-Analyze current status and needs of the product and the organization (local and national level). -Communicate with the LCs the plans and desired objectives. -Manage the whole partnership building process. -Downscale and manage the partnerships to LC level when needed.	-Design the Digital Expansion objectives, plan and strategies according to current reality. -EwA Product and strategies design and piloting focused on Youth funneling for future ELD product consumption.		-Analyze current status and needs of partnerships for product evolution and design an action plan. -Strategic account management for partnerships renewal with needed improvements. -Manage the whole partnership building process -Downscale and manage the partnerships to LC level when needed.	
	LCs Role	-On-going implementation of operational changes. -Provide feedback on implementation plan.	-Modify local operations to adapt to VD directions. -Showcase success stories and GCPs from customers in terms of VD strategies. -Provide feedback on the implementation plan.	-Running pilot framework -Provide on-going feedback for sub-product improvement based on real-time customer experience	-Implement the improvement plan. -Provide real time feedback on the implementation of the plan.	-Support in the prospection and contact gathering stage for the MC. -Include built partnerships in regular operations according to MC's guidelines. -Provide feedbacks for on-going improvements.	-Execution of activities related to the respective strategies for EwA products for ELD Youth funneling and Digital Expansion. -Provide ongoing feedback of strategies ground-implementation for continuous improvement.		-Support in the prospection and contact gathering stage for the MC. -Include built partnerships in regular operations according to MC's guidelines. -Provide feedbacks for on-going improvements.	
ELD: Organizations	Objective	ICX Products Redesign	Standardization of Global Family as a product	Creation of the Sales Development Program	Implementation of digital B2B marketing strategies for Enablers Attraction	Partnerships with strategic bodies for GE/GT growth	Partnerships with Government for IGTV			
	Description	IGV, IGT and IGE product focus refreshment based on S&D trends; overall rebranding and repackaging for national standardization. -Overall S&D analysis. -Design of products business and operational models, along with brand. -Overall network deployment and guidance.	Standardize of the GF management methodology for ICX products, to ensure proper scalability on local committees. -Gathering of old materials and methods. -Redesign business model, creation of educational and support materials. -Provide implementation guidance for LCs.	To build sales capability in ICX members to generate a sales culture for high intensity and outstanding account management. -Research content and design methodology of the program. -Create education and support materials. -Downscale to the LCs for implementation. -Generate network engagement.	Usage of Partners Opportunity Portal (POP), Social Media (i.e. LinkedIn) and Website for enhanced attraction of potential Csp. Talents. -Review and improvement of B2B Digital Ecosystem for enablers. -Plan, obtain and implement resources needed for developments and enhancements. -Train and retain specialized talents needed for the strategies. -Coordinate recollection and generation of content. -Educate the network in implementation and usage of the B2B ecosystem for enablers.	Connect with key entities (i.e. innovation hubs, capital funders, chambers, schools of professionals, influencers, etc) that serve as amplifiers. -Plan and execute PR strategy. -Gather contacts, research trends. -Manage overall partnership building process. -Coordinate and educate partnership delivery with LCs in order to execute agreements.	Strategic connections with government locally and regionally to support projects logistically and financially. Mostly executed by LCs and supported by MC. -Plan, coordinate and execute government approach and relationship management strategy. -Provide clear action guidelines to LCs. -Provide support and education along negotiation times. -Review, provide feedback and approve agreements with government before signed. -Whenever necessary, take part in the negotiations. -Track delivery of the contract and ensure quality standards.			
	MC Role									
	LCs Role	-Products implementation based on local reality. -Provide ongoing feedback for product improvement.	-GF implementation based on local reality. -Sharing of GCPs with the network. -Provide ongoing feedback for product improvement.	-Run the program and proactively encourage members to participate with excellence. -Sharing of GCPs with the network. -Provide ongoing feedback for program improvement.	Attract specialized talents needed for the strategies. -Gather, provide and generate content for the digital ecosystems. -Serve as bridge between partners and MC to measure, track and report effectiveness of strategies. -Capitalize on the leads generated for hot sales.	-Support in gathering of contacts. -Attend sales meetings and support in account management whenever requested by MC. -Represent @Vzla locally whenever needed. -Execute the partnership locally according to given guidelines. -Provide ongoing feedback for partnership improvement.	-Plan and execute local approach to government, according to the national guidelines given. -Account management across the whole process. -Report consistently all details of the relationship with the government to the MC. -Deliver the partnership contract as agreed, ensuring all quality standards.			
International Relations	Objective	IR Partnerships Framework Creation	Entity Brand Creation	Strengthening relationships with key EYPs & Improving general tracking+engagement methodologies		Governmental Partnerships for IR		Strong financial investment in IR initiatives		
	Description	Standardized national framework and tools for all exchange areas in how to create and track cooperations and maintain relationships with EYPs, with base on product packaging. -Research historical and current reality analysis of S&D. -Create partnership performance tracking tools and methodologies. -Implement with pilot EYPs. -Downscale national partnerships to LCs and support in implementation.	Development of Venezuela's Entity Brand for global positioning and Internets attraction strategy. -Visual Brand research and design, analysis of the digital ecosystem for Internets' Consideration based on the Entity Brand. -Train and retain specialized talents needed for the strategies. -Coordinate recollection and generation of content. -Embedding with regular ICX operations and LCs education on usage of the digital B2B ecosystem for Internets' Consideration.	Continue focusing on key EYPs, through product packaging and EYP branding. Taking further the tracking and engagement methodologies in more frequent and higher scale. -Generate data and quality reports of product performance with main partners. -Design long-term IR plan with various possible scenarios. -Approach EYPs and potential EYPs and carry out negotiations. -Co-define initiatives to be carried out for enhanced collaboration to reach a defined goal, including an expected investments budget. -Downscale initiatives to the LCs: explain timeline and operationalization methodology. -Track performance, generate reports and deliver to all stakeholders. -Gather feedback and manage improvement methodologies with all stakeholders. -Generate an end-term report and set clear next-steps with the next MC for the following terms.		Partnerships with government, embassies or consular bodies to facilitate visa processes and obtain financial benefits (i.e: grants & sponsorships) for increased growth. Executed by MC. -Plan, coordinate and execute government approach and relationship management strategy (aligned to the IGTV Government strategy) -Try to coordinate a binational approach together with the focus EYPs. -Sign agreement and deliver according to expectations. -Track delivery of the contract and ensure quality standards.		Strategic investments in EYP relationships (touchpoints and connection) and virtual attraction strategies. -Meet with EYPs and plan massive upscaling of operations within the partnership framework. -Budgeting of strategic investments and scenarios planning through forecasting. -Planning for resource gathering through diverse sources. -Execute initiatives and ongoing Rol measurement. -Downscale and educate the LCs as needed.		
	MC Role									
	LCs Role	-Operationalize national partnerships. -Outstanding delivery focused on long-term LC2LC partnerships. -Provide ongoing feedback to the MC about partnerships for constant improvement.	-Attract specialized talents needed for the strategies. -Gather, provide and generate content for the digital ecosystems. -Capitalize on the interns applies generated for matching.	-Operationalize national partnerships. -Certain LCs can pilot key initiatives and provide specific investments according to plan. -Outstanding delivery focused on long-term LC2LC partnerships. -Provide ongoing feedback to the MC about partnerships for constant improvement.		-Execute operations as directed by the MC if needed. -Provide feedback for partnership improvement.		-Operationalize national partnerships. -Specific LCs to pilot certain initiatives and provide specific investments according to plan. -Outstanding delivery focused on long-term LC2LC partnerships. -Provide ongoing feedback to the MC about partnerships for constant improvement.		
Value Delivery	Objective	Local Value Delivery activities standardization	Standardization of national measurement methodologies of NPS and S&S through the Entity Control Board	Apply further the NPS+S&S assessments and connect with start of application of LDA consciously	Alignment of EYPs co-delivery of S&S	External Partnerships for Leadership Development	Virtual Organizations Value Delivery through Platform for S&S and NPS (through POP?)			
	Description	Clarification of LC's activities that need to be delivered in VD, standardization of how to deliver them (and the materials + content) and ensuring network is clear on why (Leadership Centric culture)	Clear national infrastructure to track the NPS and S&S achievement within the network, and ensuring minimum standards are met.	Improve the NPS+S&S assessments for EYPs, and apply the AI methodologies of connection with LDM assessment results.	Ensure the IR strategy has a clear tracking of mutual S&S co-delivery. Align content of spaces for coherent leadership development journey for the EYPs.	Partnering with external organizations/professionals who can help us facilitate better growth spaces for our EYPs through LEAD.	Implement AI's platform for Organization's value delivery launched in 17.18. Adapt pricing policies of POP if necessary according to global guidelines.			
	MC Role	-Align to global standards, prepare and deliver materials and education to the LCs.	-Build and implement all infrastructure -Educate the network on methodology -Generate reports and provide directions for improvement	-Review current systems' effectiveness. -Research global trends and GCPs, along with AI guidelines. -Collect feedback from LCs of previous implementation. -Refresh implementation methodologies and downscale to LCs.	-Approach key EYPs according to IR strategy and align expectations. -Co-create a delivery and tracking framework along with timeline. -Adjust Value Delivery materials to ensure connection of contents for the EYPs. -Downscale to the LCs and educate for operationalization.	-Map out potential ways in which external partners could enhance the value of our LEAD spaces. -Prospect potential partners based on tentative needs mapped out. -Manage all negotiation processes. -Co-design the LEAD intervention and support methodology with the partner. -Downscale to the LCs and educate for operationalization. -Track implementation, gather reports and analyze data with the partner(s) for ongoing improvements.	Implement according to global directions and guidelines, and according to national reality and capacity.			
	LCs Role	Implement VD activities for all EYPs	-Delivery of all S&S as expected -Ensure EYPs fill NPS surveys -Implement improvement guidelines	-Provide feedback and GCPs of previous implementation. -Operationalize new models and report to the MC on effectiveness.	-Align expectations of co-delivery with LC Partners and EYPs before and during exchange. -Operationalize national strategy using basic materials. -Report and feedback to the MC for strategy improvement.	-Support MC in research and provide potential contacts. -Implement LEAD methodologies with revamped external support. -Provide information and ongoing feedback to the MC to help evaluate the effectiveness of the partnership and collaborate in the improvement.	Operational execution as needed.			
	Objective			Youth Speak Forum Improvement	Review of existing/new EwA Products in the network for opportunity appraisal	EwA as funnel for ELD Youth experiences	Improve & Upscale EwA Products			

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Engagement with AIESEC (Ewa)	Description			Improvement of YSF strategy and implementation methodology as a key Ewa product with clear alignment to organizational direction and needs.	Check on Ewa Products existing in the network to detect if any of them could be of use for a particular need of AIESEC in Venezuela, and if feasible prepare implementation plan.	Implementation of old/new Ewa products that serve as pre-attraction strategies for potential EPs of ELD Products		Check currently running Ewa products performance and relevance, and improve as/ff needed.			
	MC Role			-Review current and desired status of YSF, as a strategic Ewa product that will enhance the growth of AIESEC in Venezuela. -Design improvement management methodology. -Plan and implement YSF together with the LCs.	-Research and review Ewa products globally and analyze if they provide strategic value to organizational needs. -If needed, create implementation plan for selected Ewa Product (maximum 1 product).	-Review existing Ewa Products within the global network that could serve the desired end. -Analyse feasibility of targeted Ewa Products in the Venezuelan market. -If no products met the desired objectives, then evaluate feasibility of designing a new Ewa product that do meet the objectives. -Creation of implementation plan for pilot Ewa Product for ELD funneling. Downscaling and support to the network in implementation with pilot LCs. -Improvement of Ewa Product Implementation according to feedbacks.		-Evaluate obtained performance of currently running Ewa Products and determine if still relevant for organizational objectives. -Detect improvement needs of those deemed still relevant for the organization -Check if any new existing/non-existing product needs to be implemented. -Design new implementation plan according to the timeline left for 2020 and execute.			
	LCs Role			-Work together with the MC in YSF implementation. -Provide feedbacks for YSF improvement based on experience.	-Provide inputs to the MC about Ewa products considered relevant for a particular need. -If needed, Pilot LCs implement Ewa product implementation plan and provide feedback.	-Support the MC in product feasibility analysis and/or design if needed. -Pilot LCs implement the Ewa product and provide live feedback to MC for improvement.		-Provide inputs as needed, participate in analysis/creation process as needed. -Improve/Implement Ewa products according to plan. -Provide continuous feedback on the process.			