



AiG EST APPLICATION

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Why I applied for this role

As an AIESECer, you are always encouraged to be intentional about your growth, something that mainly involves applying for more roles and expanding your AIESEC experience. My interest in applying for this role, basically stems from this.

This role, I believe will give me the opportunity to handle several projects that will make impacts on and shape lives. This is one of my biggest goals and this role will give me the chance to do just that and on a larger scale. I believe that this role will help me make an impact on more lives, much larger than what I am currently dealing with in my LC. I also believe that this experience will help me collaborate with many people from different backgrounds and give me the opportunity to develop my cross-cultural understanding.



What I hope to gain



Personally

Firstly, this EST role is something I believe will give me a sense of purpose. Not as though I don't already have one, but it will give me another cause to fight for – like the various EwA projects that will impact many lives. Then again, this role will help me expand my network. Working on the MC level will give me the chance to meet and work with a wider range of people. People who can form a vital part of my life.

Professionally

In a professional sense, this role is something that can help me improve upon my project management skills. Having recently adopted a passion for this, I believe that I can develop good strategies and techniques necessary for managing the various projects I may be in charge of.

Also, I hope to face situations that will help me improve on my ethical decision-making skills. Working along the lines of CSR projects, I hope to be confronted with many situations that will help me balance business goals with ethical considerations.

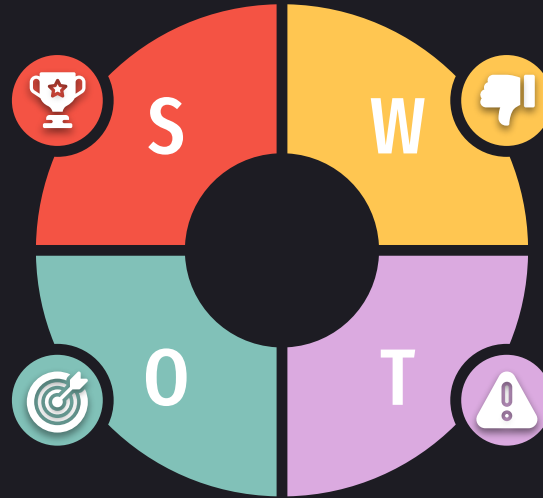
SWOT ANALYSIS

Strengths

- ❑ Public Speaking
- ❑ Working well under pressure
- ❑ Adaptability

Opportunities

- ❑ Professional Growth
- ❑ Networking Potential
- ❑ Innovative Initiatives



Weaknesses

- ❑ Perfectionism
- ❑ Self-Criticism

Threats

- ❑ Burnout



How my swot analysis affects my performance

I am someone who can easily adapt to new changes and learn fast and this is a strength that I believe will assist me transition from BD to EwA and LC to MC EST effectively. Working in EwA would require me to speak in public settings and this is where I believe I am well suited as I possess exceptional public speaking skills as a strength of mine. I am also able to keep my cool under pressure and this is a strength I believe will assist me in extremely busy times.

I am also too critical of myself sometimes which cause me to lose confidence. In addition to that, I am a perfectionist. And although that can be a good thing, it's something that causes me to waste time on tasks trying to perfect them.

I see some opportunities like Professional Growth, Networking Potential, and Innovative Initiatives and these are things that will motivate me to take my work seriously in order to get them.

Lastly, a threat that could affect my performance negatively is burnout. I will be doing this role alongside my LCVP role and some other potential roles. I think I may over work myself. However, with vacation coming, I hope it would give me the freedom to allocate enough time to all my roles.

My Values



Continuous Learning

I am committed to constantly upgrading myself through learning new things.

This a value of mine that helps me in every new goal I achieve because along the way, I end up doing things I've never done before. In such circumstances, this a value that never leaves me hanging.



Initiative and Innovation

I proactively come up with new ideas and propose innovative solutions, and take the initiative to drive these solutions to fruition. In achieving my goals, this value is highly beneficial by means of finding new ways of coming at things and getting them done to complete the goal.



Effective Collaboration

I am always on the look for assistance when dealing with my goals. I have realised the importance of not tackling things alone, hence I am very open to collaborations. This gives me fresh ideas and new perspectives to ways of achieving a goal.

SPECIFIC QUESTIONS - CSR SPECIALIST



A



direct outcomes
of CSR projects

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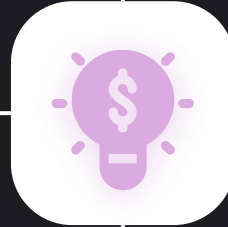
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specific envir. and
social issues AiG
should prioritize

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C



budget allocation
process for a CSR
initiative and how
decisions are made

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D

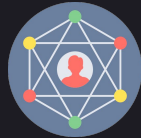


how an org.
communicates its CSR
efforts to internal and
external stakeholders

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CSR projects are initiatives undertaken by businesses to contribute positively to society, the environment, or specific community needs. These projects can have a range of direct outcomes that align with the goals and values of the company. However, here are 2 common direct outcomes of CSR projects:



Community Development

CSR projects often aim to improve the quality of life and well-being of communities. Direct outcomes might include the construction or renovation of community facilities (schools, healthcare centers, parks), providing food for the homeless, providing access to clean water and sanitation, or supporting local economic development through job creation and skills training.



Boosts Company Brand

CSR projects, while offering immense help to the community or society, boosts a company's brand image. This is by showing the society how much the company values the welfare of the society. Some direct outcomes that would impact the company are boosting engagement with company, boosting sales from the organization and increasing general likeability for the company.



I find the issues listed below key points AIESEC in Ghana should prioritize. Apart from ensuring that we fulfil our social responsibility, these projects will provide mass publicity and most likely generate income for the MC.



Digital Literacy:

Involves equipping youth with essential skills to navigate and utilize digital technologies, bridging the digital divide. This project could go as far as improving general programming skills of the youth and ultimately helping them support themselves financially.



Women Empowerment:

Involves fostering gender equality, providing resources and support for women to access education, leadership roles, and economic opportunities, thereby contributing to societal progress and inclusive development.



Environmental Conservation:

Entails promoting sustainable practices, raising awareness, and engaging communities in efforts to protect and preserve the country's diverse ecosystems and natural resources for present and future generations.



Mental Health:

Involves destigmatizing conversations around mental well-being, providing accessible support systems, and promoting mental health education to address the growing challenges and ensure the overall holistic development of youth in the country.



Healthcare:

Involves improving healthcare infrastructure, access to quality medical services, and health education to address disparities and enhance the overall well-being of communities, contributing to a healthier and more resilient society.



The budget allocation process for a Corporate Social Responsibility (CSR) initiative involves several steps and considerations. CSR initiatives are programs or projects undertaken by companies to contribute positively to society and the environment. The process of budget allocation for such initiatives can be outlined as follows:

Define Objectives and Focus Areas: Clarifying the goals and areas of focus that align with the company's values and mission.

Engage Stakeholders: Gathering input from employees, customers, communities, and other stakeholders to ensure initiatives address their needs.

Assess Impact and Feasibility: Evaluating the potential social, environmental, and economic benefits of each initiative, considering available resources.

Allocate Budget: Determining how much funding and resources each initiative will receive, ensuring alignment with objectives.

Establish Metrics: Defining measurable indicators to gauge the impact of initiatives, such as improved education or reduced emissions.

Prioritize Initiatives: Ranking initiatives based on their potential impact, alignment with values, stakeholder expectations, and sustainability.

Ensure Sustainability: Planning for long-term success by forming partnerships, building community capacity, and ensuring initiatives can continue beyond initial funding.

Maintain Transparency: Regularly reporting progress and outcomes of initiatives to stakeholders through CSR reports and updates.

Adapt and Learn: Staying open to adjustments based on new information, changing needs, and ongoing learning from successes and failures.



Communicating CSR efforts effectively to both internal and external stakeholders, including customers and investors, is crucial for building trust, enhancing reputation, and demonstrating a commitment to responsible business practices. Here's how an organization can do it

Internal Communication:

- ❑ Engaging employees through updates, internal channels, and involvement in CSR activities.
- ❑ Conducting training to educate employees about CSR goals and their contributions.
- ❑ Sharing CSR news through intranet, newsletters, and internal social media.
- ❑ Recognizing and reward employees for active participation in CSR initiatives.

External Communication:

- ❑ Publishing annual CSR reports with goals, progress, and outcomes.
- ❑ Creating a dedicated website section with case studies and videos.
- ❑ Using social media for real-time updates and engagement.
- ❑ Issuing press releases to announce milestones and partnerships.
- ❑ Collaborating with NGOs and participate in events to increase visibility.

Customer and Investor Communication:

- ❑ Highlighting CSR aspects on product labels and packaging.
- ❑ Designing marketing campaigns focusing on positive CSR impact.
- ❑ Including CSR information in investor reports and communications.
- ❑ Engaging investors through newsletters and presentations.