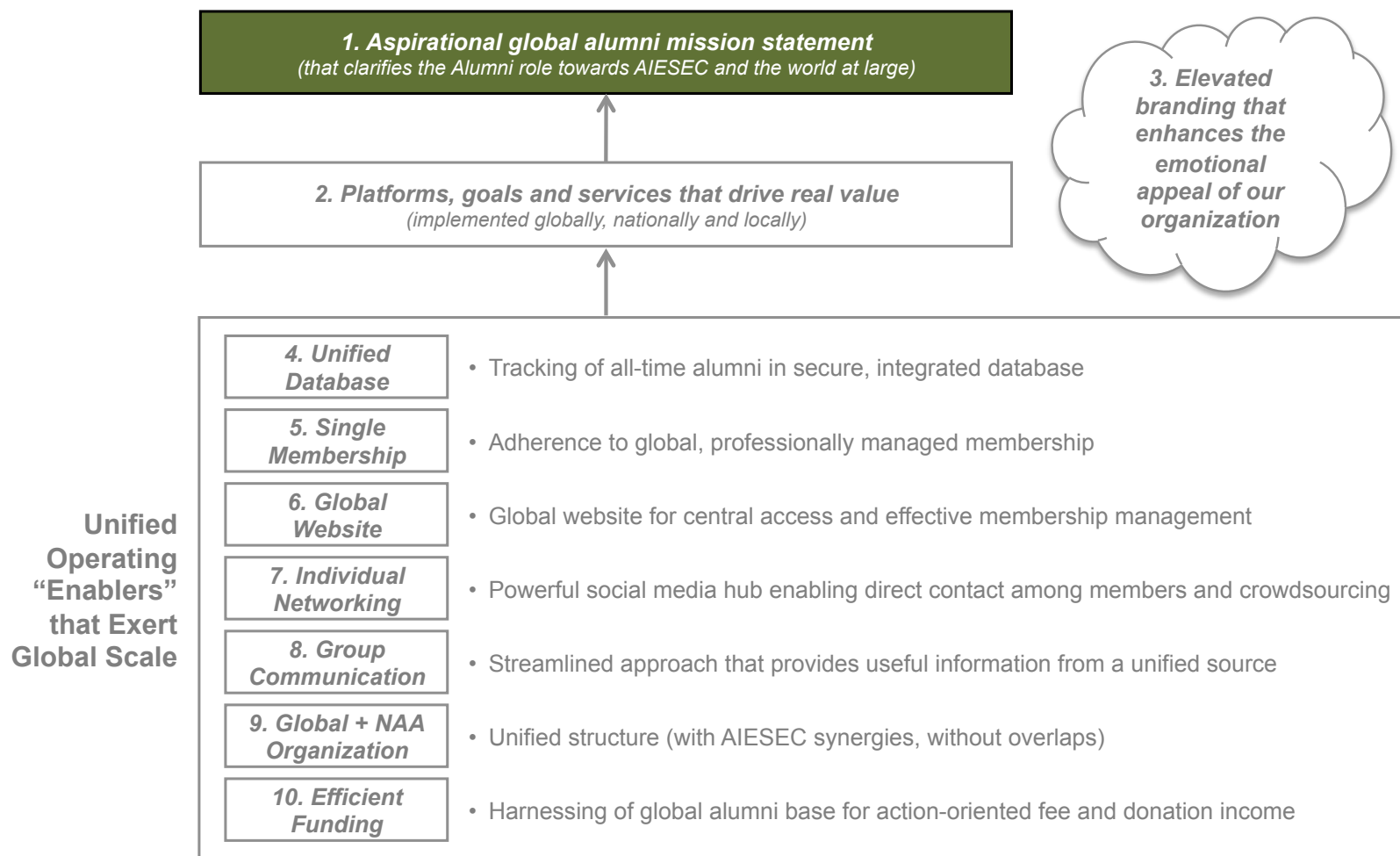


## Strategic Imperative #1: Clarify Our Mission

Our first strategic imperative is to develop an aspirational mission statement that fits our aims.



## Developing Our Mission Statement

Over a period of many weeks, our working group has distilled our collective organizational aims to their essence in the form of the following mission statement.

Our proposed mission statement

“We are a global network of AIESEC alumni with a lifelong commitment to AIESEC’s mission of advancing international leadership for a more solidary world.”

Condensed version in the form of a tagline

“Leadership under AIESEC values delivered for life.”

## Deconstructing Our Proposed Mission Statement

We are an association of AIESEC alumni.

We aim to connect *all* AIESEC alumni worldwide.

We aim to become a *true network* rather than a loose federation of national alumni associations.

We aim to fulfill a strong desire among most alumni for an Alumni-to-Alumni platform.

**We are a global network of AIESEC alumni**  
with a lifelong commitment to AIESEC's mission  
of advancing international leadership  
for a more solidary world.

## Deconstructing Our Proposed Mission Statement

We are a global network of AIESEC alumni  
with a lifelong commitment to AIESEC's mission  
of advancing international leadership  
for a more solidary world.

We represent for alumni  
a lifelong commitment to AIESEC's  
ideals following student AIESEC.

We aim to fulfill a strong desire  
among most alumni for an  
Alumni-AIESEC platform.

## Deconstructing Our Proposed Mission Statement

We are a global network of AIESEC alumni  
with a lifelong commitment to AIESEC's mission  
of advancing international leadership  
for a more solidary world.

Each of our programs and services will in some way advance the core AIESEC theme of international leadership.

We aim to leverage the singular capabilities of our network to advance international cooperation and understanding in unique and powerful ways.

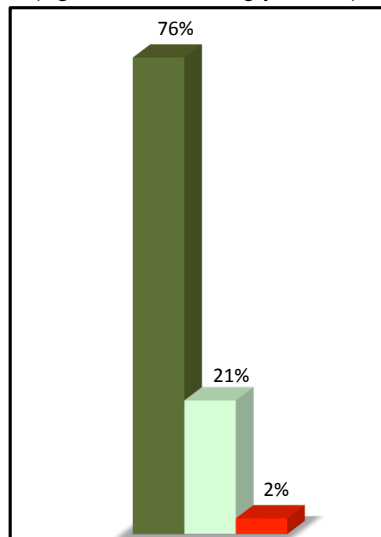
We aim to fulfill a strong desire among many alumni for an Alumni-to-World platform.

## Alignment of Proposed Mission Statement With Survey Results

This mission statement is fully aligned with alumni views expressed in our recent global survey.

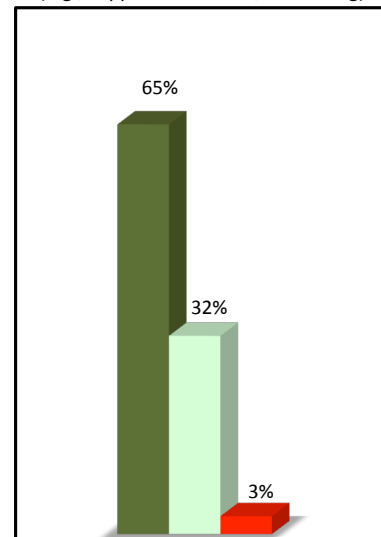
“We are a global network of AIESEC alumni...”

**Alumni-to-Alumni**  
(e.g., Alumni networking, job board)



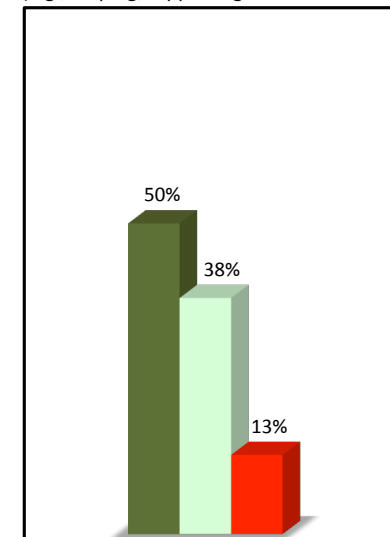
“...with a lifelong commitment to AIESEC’s mission...”

**Alumni – AIESEC**  
(e.g., support for AIESEC, mentoring)



“...of advancing international leadership for a more solidary world.”

**Alumni-to-World**  
(e.g., helping/supporting causes and needs)



Alumni responses to the question:  
“Which of the following should be platforms of AIESEC’s global alumni organization?”

Source: Global internet survey of AIESEC alumni during November – December 2011 (as of December 17, 2011)

■ Yes, a major platform    ■ Yes, a minor platform    ■ No, not a platform

## Deconstructing Our Proposed Tagline

“Leadership

under AIESEC values

delivered for life.”

What makes our brand of leadership unique is AIESEC’s set of core values.

Leadership is the essence of AIESEC and therefore also of our alumni association.

We aim to deliver a *lifetime* of active opportunities for alumni to further careers, develop new friendships, mentor young leaders, support the continued development of AIESEC, and otherwise support our cause of advancing international leadership for a more solidary world.