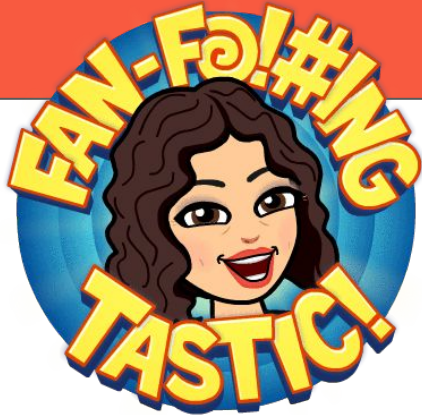


PART 1: BEING A BETTER COACH!



GROWTH HACK TIP
WEEK 4 of JANUARY

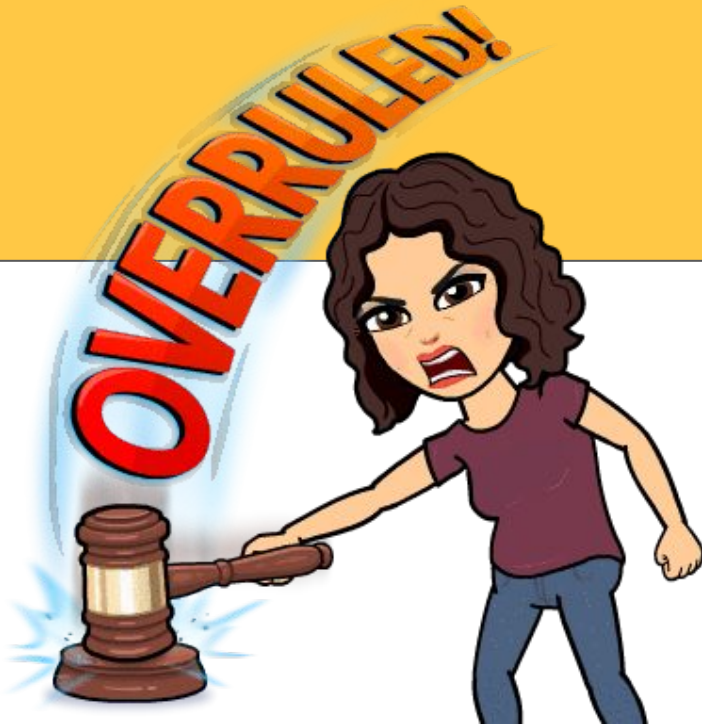
BY THE END, YOU SHOULD KNOW...

THINKING...



WHAT SHOULD MY MC/NST COACH BE GOING OVER
ON A BI-WEEKLY BASIS IN OUR COACHING CALLS?

YOU'LL ALSO KNOW HOW TO FIND WHAT'S UP IN EACH FUNCTION



So you can replicate this with
performance coaching your VPs as well
:D

1. WHAT IS OUR COACHING MODEL?



CONSULTANT	COACH	COLLEAGUE
<ul style="list-style-type: none">❑ Are they healthy?❑ Are they hitting goals?❑ Are they growing?❑ Are they executing?	<ul style="list-style-type: none">❑ Team management bottlenecks❑ Self-management bottlenecks	<ul style="list-style-type: none">❑ Campaign/Engagement Feedback❑ LC Growth Strategy Feedback❑ VP Support Feedback

We'll dive into consultant, the first step!

COACHING MODEL FT. CONSULTANT



HEALTH.

Jan: Pass Minimum Standards

Feb: Exceed Min. Standards
(≥ 20 Exchanges Projected)

Mar: 1 Exchange per Member

Apr: Absolute Growth of 10

May: \$5,000 in Reserves
(Realize Exchanges)

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HEALTH.

Expansions

Projected to do 11 or more exchanges?

1 exchange per member?

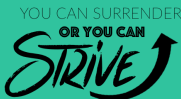
\$2,300 in Reserves?

Projected to meet Expansion Code within 6 months? Even if you have 18 months, the sooner the better.

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YEAR GOALS.



THE TEACHER'S CHEAT SHEET

FUTURE	PRESENT
<p style="text-align: center;">CHECK HEALTH 2</p> <div style="border: 1px solid blue; padding: 5px; text-align: center; background-color: #007bff; color: white; margin-bottom: 10px;"> HUB > LCP > "Am I a Strong, Healthy LC" </div> <p> Jan: Pass Minimum Standard Feb: Exceed Min. Standard (≥ 20 Exchanges Projected) Mar: 1 Exchange per Member Apr: Absolute Growth of 10 May: \$5,000 in Reserves (Realize Exchanges) </p> <p>1 MINIMUM STANDARDS</p> <div style="border: 1px solid red; padding: 5px;"> <p>S1: 20 Sales Meetings</p> <p>S2: 1 TN Raised</p> <p>S3: 100% TN Realization From Previous Period</p> <p>S4: 9 EPs Approved</p> <p>S5: 100% EP Realization From Previous Period</p> <p>S6: LC Management</p> <p>S7: Healthy Finances</p> </div>	<p style="text-align: center;">CHECK GROWTH</p> <div style="border: 1px solid blue; padding: 5px; text-align: center; background-color: #007bff; color: white; margin-bottom: 10px;"> LC YEAR GOALS COMPILATION </div> <div style="border: 1px solid blue; padding: 5px; text-align: center; background-color: #007bff; color: white; margin-bottom: 10px;"> LC YEAR PLANS </div> <p style="text-align: center; color: blue; font-weight: bold;">CONSULTANT Q's</p> <div style="border: 1px dashed gray; padding: 5px;"> <p><i>Proper conversion rates and efforts to meet goals?</i></p> <p>VP for every product? Resource allocation based on goals?</p> <p><i>Proper on-boarding & training for function?</i></p> <p><i>Deliver proper team experience?</i></p> <p><i>Doing something different from last year to grow in your function?</i></p> <p><i>Projected to achieve absolute growth by Summer Peak?</i></p> <p><i>Every member does at least 1 exchange?</i></p> </div>
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YEAR GOALS.

ACTIVITY	Year Total	Jan
EPs Realized	25	1
EPs Approved	25	3
Applicants	65	8
Opens	500	100
Leads	1000	200
Consultation	500	100
Info Session	8	1
Booth	28	4
Class Talk	225	28
Word of Mouth	150	10

Current Progress:

- January Year Goal: 3 approves
- January Year Actual: 1 approves in oGV
- Opens: 15 from this year; rest around 60 are from last year

- Consultations are not tracked
- January Applicant goal: 6
- January Applicant actual: 3
- January Leads Goal: 200
- January actual Leads: 50
- 16 consultations
- More consultations come from last year's leads versus this year

Key Insights:

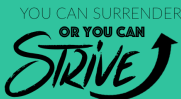
- 15 opens → 3 applicants → 1 approve
- 50 leads
- Use this conversion for pushing activity

Look at year plan monthly/weekly goals for their function. Are they on track?

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GROWTH



THE TEACHER'S CHEAT SHEET

FUTURE

CHECK HEALTH 2

HUB > LCP > "Am I a Strong, Healthy LC"

Jan: Pass Minimum Standards
 Feb: Exceed Min. Standards (≥ 20 Exchanges Projected)
 Mar: 1 Exchange per Member
 Apr: Absolute Growth of 10
 May: \$5,000 in Reserves (Realize Exchanges)

1 MINIMUM STANDARDS

- S1: 20 Sales Meetings
- S2: 1 TN Raised
- S3: 100% TN Realization From Previous Period
- S4: 9 EPs Approved
- S5: 100% EP Realization From Previous Period
- S6: LC Management
- S7: Healthy Finances

CHECK GROWTH

LC YEAR GOALS COMPILATION

LC YEAR PLANS

CONSULTANT Q's

Proper conversion rates and efforts to meet goals?

VP for every product? Resource allocation based on goals?

Proper on-boarding & training for function?

Deliver proper team experience?

Doing something different from last year to grow in your function?

Projected to achieve absolute growth by Summer Peak?

Every member does at least 1 exchange?

PRESENT

3 CHECK STRATEGY



RECRUIT MEMBERS AS EPS



PROJECTS/EYPS PER PRODUCT



TEAMS THAT HAVE EXCHANGE & SUPPORT



TIME IT TAKES TO RAISE/ APPROVE



CONTRIBUTION PER MEMBER

CHECK EXECUTION

SALESFORCE DASH

Program Activity and YoY Growth

OTHMAN'S TRACKER

Tool for Member Efforts

EB 2017 ASSESSMENTS!

BARE MINIMUM CONVERSIONS (LCs May Have to Aim Higher)



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GROWTH

2017 Leads Generated by LC

<u>Leads Generated for This Month</u>	
Lead Owner	Record Count
AIIESEC Calgary	69
AIIESEC Carleton	38

2016 Leads Generated by LC

<u>Leads Generated for This Month Last Year</u>	
Lead Owner	Record Count
AIIESEC Calgary	98
AIIESEC Carleton	90

2017 Sales Meetings by LC

<u>Sales Meetings for This Month</u>	
Assigned	Record Count
AIIESEC Calgary	2
AIIESEC Carleton	1
AIIESEC Concordia	1
AIIESEC Edmonton	2

2016 Sales Meetings by LC

<u>Sales Meetings for This Month Last Year</u>	
Account Owner	Record Count
AIIESEC Calgary	12
AIIESEC Concordia	3
AIIESEC Edmonton	5
AIIESEC Guelph	1


IF these LCs aren't growing in activity from the previous year, how can they expect to grow from last year for RESULTS? Let alone achieve their year goals?

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STRAT.





THE TEACHER'S CHEAT SHEET

FUTURE	PRESENT
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STRAT.

Leads	50 from 2017 and 200+ from 2016
Opens	15
Applicants	3
Approves	1

*Lead Nurturing
Strategy: Info session
→ Consultation →
Virtual Follow-up →
Third in person
touch-point*

Lead → Open	Open → Applicant	Applicant → Approve
6% or less	20%	33%

Uncertain if effort is balanced between leads nurturing for 2016 and 2017 leads

COACHING MODEL FT. CONSULTANT



STRAT.

Leads	50 from 2017 and 200+ from 2016
Opens	15
Applicants	3
Approves	1

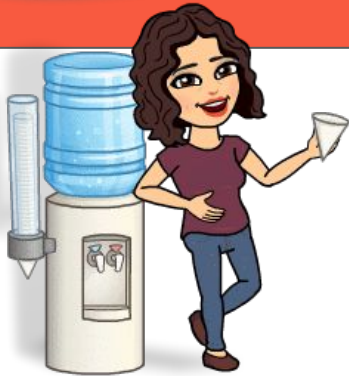
Lead → Open	Open → Applicant	Applicant → Approve
6% or less	20%	33%

CALLS TO ACTION?

Begin leads gen. For 2017

Set deadline for all 2016 leads contacted.

Let's
DISCUSS



TO SUMMARIZE:

- 1. Are they healthy?**
- 2. Are they hitting goals?**
- 3. Are they growing?**
- 4. Are they executing?**

THANK YOU!



Make sure to what Part 2 on the
“Coach” Phase.