

AIESEC Cambodia

‘Your number one choice for youth leadership’

**Recruit Cambodia’s
Best Young Talent**



AIESEC is the world's largest youth leadership development organization

We are the global number one choice for youth leadership development

We are offering you the chance to recruit Cambodia’s best young graduates

“AIESEC, in my view, is the dominant organization at the university level committed to global, personal and professional development. Our partnership with AIESEC has brought incredible energy, depth and breadth to our firm.”

R. Baird, Global Human Capital Leader, PricewaterhouseCoopers

AIESEC is the global first choice for youth leadership development.

We develop young people's leadership skills and run a work abroad program

AIESEC CAMBODIA-An overview

"I commend AIESEC's continuing efforts to develop the future business leaders of our countries." **Nelson Mandela**

We believe that the most valuable resources in the world are high-performing people because it is their relentless pursuit of excellence that lies at the heart of any successful organisation.

AIESEC specialises in developing high-performing young people by activating their leadership skills. For over 60 years we have developed

nearly 1,000,000 young leaders in over 100 countries. Today, we are the global first choice for youth leadership development.

From our experience, one of the major challenges for businesses is recruiting top young talent in a sustainable and cost-effective manner. Typically, they are looking for young people who are intelligent and also have leadership, teamwork and communication skills.

These professional skills are the kind of skills that AIESEC develops in young people. This year we are working with over 4,000 organisations around the world to connect them to the world's top young talent.

AIESEC is not a recruitment agency.

We focus on developing global youth leaders by working with our partners.

Their return is access to our top young talent

If you too are looking for a proven and effective way to develop and recruit top young talent then work us, the world's first choice for youth leadership development.



AIESEC's Global Presence

*Present in 108 countries

*40,000 members

*8,800 exchanges in 2008-9

*40% growth in 2008-9

*4,000+ partners

*400+ leadership conferences

*60 years old, 1,000,000 alumni



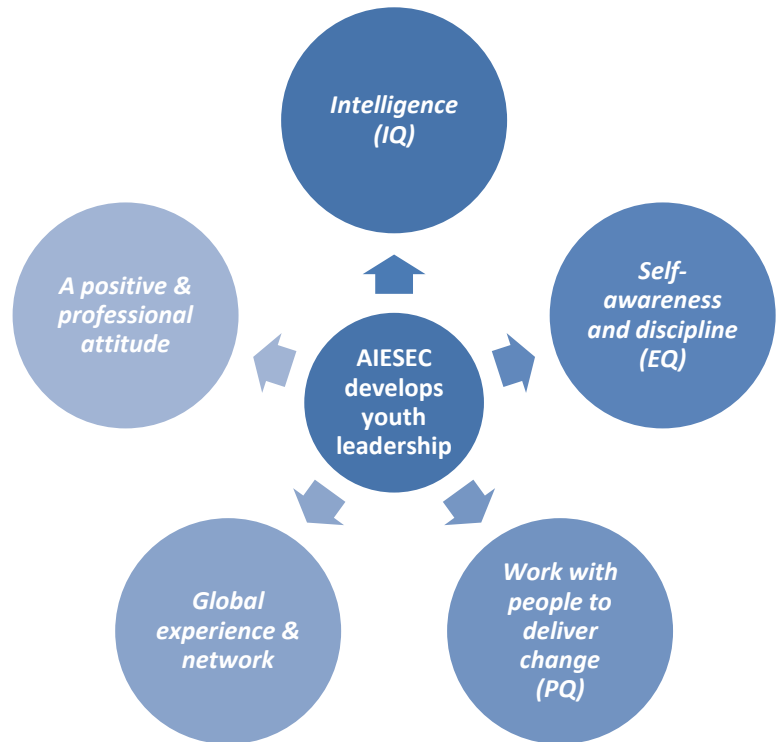
AIESEC and youth leadership

AIESEC is 61 years old, based in 110 countries with 50,000 members and 1,000,000 alumni. We are the global first choice for youth leadership development.

We develop youth leaders through our training programs, giving them the chance to actually run AIESEC to gain leadership experience and helping them to go work abroad.

We run recruitment fairs across the globe. Our Cambodia team has extensive experience from our UK branch. Last year we ran the UK program which 30,000 students attended along with hundreds of companies.

We focus on developing 5 critical aspects of young people to develop their leadership skills



The 1,000 Global Leaders Program



Our youth leadership development programs

Our unique and intense Leadership Development Program' only select the top students and seek to *activate* and *develop* them by *training* and *challenging* them. All our programs are conducted in English at Cambodia's top universities. These are our programs:

- 1. The AIESEC Experience**-By becoming a member of AIESEC our members go through a powerful 1-6 year global leadership development program
- 2. The 1,000 Global Leaders program**-A free 6-month program that will build the best 1,000 young leaders in Cambodia
- 3. The High-Performing Leaders program**-Similar to the Global Leaders Program, but only stages 1 & 3.

4. The Young Business Leaders course-A university course dedicated to teaching students political skills so that they can work with people and communities to lead real change

Why you should invest in youth leadership development

The youth of today will become the leaders of tomorrow. Consequently, the greater the capacity of the youth today the greater the future can be. Developing young people's leadership skills is one of the most powerful ways to develop their capacity to make significant, positive impact in the future. To ensure the sustained success of your business, you will need to attract capable young people so that they can grow in the company and take on leadership positions. Failing to attract highly-capable young leaders into a company typically results in a leadership crisis several years later as there is not enough talent coming up through the ranks. Without adequate leadership in place, these companies falter. They find it hard to find direction and relevance in the ever-changing marketplace as they do not have the right leadership in place.

One of the ways to avoid this problem is to invest in attracting young leaders into your company so that you have a leadership pipeline that will grow the leaders your business needs to succeed in the future.



International Traineeship Program

You can recruit as many international graduates as you want from over 100 countries. With over 60 years of experience and 100,000 successful placements, we can find you the right candidate for the job.



1,000 Global Leaders Program

Work with us to transform the top 1,000 students into Cambodia's future leaders. Our unique and intense training program only selects the top students and seeks to activate them by training them then challenging them to lead.



Local Committee partnership

AIESEC is based in Cambodia's top universities and our members are some of the top students at those universities. Partner with our Local Committees to help them develop leaders and at the same time profile your opportunities to them.



Leadership Conferences

AIESEC runs leadership conferences for over 120 of Cambodia's top students. By sponsoring our conferences you are directly making it possible for these students to further develop their leadership skills



Leadership Awards

At the heart of leadership lies the desire to strive for excellence. By sponsoring our leadership awards you are recognising the efforts of the most active and successful young leaders and rewarding them for their outstanding efforts.



Young Leaders Recruitment Fair

Recruit the best young talent in Cambodia on the day of our actual fair. Only the very best final year students, selected and trained by AIESEC, will be at our fair.



Corporate Leadership Training

Our leadership training program activates the leadership skills of your employees by training their emotional intelligence

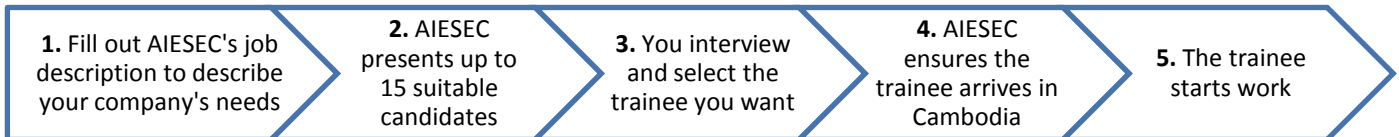
→ Recruit International Talent

International Traineeship Program

Recruit as many top young people from abroad as you want. We take a 50% deposit at stage 1 and collect the final 50% at stage 5. Currently we are growing 40% to 8,800 exchanges for the 2008-9 year as our partners across the world recognise the significant value our program brings to them during the downturn.



- Our people can work from 6-72 weeks. You can then hire them full-time if you wish at no extra cost.
- You cover the visa and salary costs of the trainee.
- It takes 3 months from signing the form to bringing someone to Cambodia
- We have over 5,000 people available right now from 800 of the world's top universities.



→ Recruit Local Talent



1,000 Global Leaders

Working with universities we select the top students for the program. The program is free to them through the sponsorship of our partners. Your support makes the program possible.

We teach them the skills and then transition them to Develop Leaders. Here they must engage in a leadership tournament, organise their own leadership project and use AIESEC to gain an international leadership experience.

Finally, we train them on professional skills and connect them to you and the community. (see appendix)

→ Local Committee partnership

Our Local Committees (LCs) are based in Cambodia's top universities.

By partnering with them you are directly investing in and profiling yourself to the best students at the university. No longer will you have to search and hope to get the best young talent, you'll already have met and worked with the best! We will have 5 AIESEC Local Committees that you can sponsor:



*Phnom Penh (Pannasastra University) * Limkokwing * RUPP & IFL * NUM & Puthisastra *RULE

- As a sponsor AIESEC will work with you to create a mentoring scheme for the members so you can meet the best
- Run sessions for the members focusing on skills development and your company's opportunities
- Your company will be branded on all the Local Committee's materials including t-shirts

→ Leadership Conferences

Our leadership conferences bring together over 100 top young students in Cambodia for several days of intense leadership development. We run several of these conferences every year. By sponsoring our 4 conferences you are directly enabling life-changing leadership development experiences. It is one of the most rewarding ways of partnering with AIESEC and also one of the best ways to present yourself to our members.



- You will be profiled on all our conference materials which all our members then take home
- Your materials will be presented throughout the duration of the conference highlighting your company
- You will be able to run a 2 hr session with our members on a particular skill or issue that you think is important



→ Leadership Awards

Be the *exclusive* sponsor of one of our leadership awards. These awards recognise the top leadership talent in Cambodia. We work with you to recognise the kind of leaders and activities that you think are important for Cambodia and tailor our award to your needs. Together we then profile these top awards to the students and select the winners. We work with you to design an award that best suits your company and its desired impact and profiling on the youth of Cambodia.

1. IMPACT Leadership Award-Recognise a young leader whose efforts have created real changes.
2. Visionary Leadership Award-Award the courage and skill to create and realise a bold vision for a better future.
3. Global Leadership Award-This will go to someone who can prove they can think on a global level by leveraging global resources to make a positive impact in Cambodia

AIESEC's corporate leadership training

For young business professionals looking to activate their leadership skills

AIESEC is the world's largest youth leadership development organisation.

Our global network delivers world-class leadership development opportunities to over 40,000 youth across 110 countries. Our 1,000,000 alumni have gone on to incredible success around the world, including winning the Nobel Peace Prize and becoming prime ministers.

We believe that leadership is a lifelong journey. Our program will show young professionals how to activate their leadership skills and take their leadership career forward by specifically developing their emotional intelligence; their ability to understand and control themselves as well as understand and empathise with others.

We believe we are different. We understand you can learn the theory of leadership by reading books. We focus on developing the critical aspect of emotional intelligence by actively and intensively challenging people.

We believe in mobilizing leadership not just teaching it. This is why we focus on showing you how to lead instead of describing what leadership is. We do this by creating a unique, fun and exciting adult learning environment. This allows us to push people far out of their comfort zone and thereby activate true leadership learning, not just theory memorisation.

Trainer profile

**Mr Bartscht (Germany)* - 6 years of delivering youth leadership training in Europe and Cambodia.

**Ms Macias (Switzerland)* - 4 years of teaching youth leadership with experience in China, Europe and Brazil

**Mr Henderson (UK)* - 3 years of creating young leaders in the UK and Cambodia

→ Our program requires 4 days and costs \$120 per person. Class size is limited to a maximum of 40 participants, a minimum of 8. We are happy to customise our course to ensure that we can meet your exact needs.

Communication skills for leaders

- How to communicate anything
- Delivering the message
- Confident presentations
- Communication channels
- Critical analysis

Teamwork skills for leaders

- The importance of trust
- Team drivers
- Managing team politics
- Dealing with poor performance as a team
- The importance of trust and recognition

On Leadership

- The essence of leadership-creating a vision
- Connecting the vision to people
- Mobilizing people towards the vision
- Managing the vision
- Ensuring a sustainable vision

Activating High Performance

- Leadership in a high-performing team
- Focus on what matters
- The critical importance of culture
- How to make things happen
- Combining passion and patience

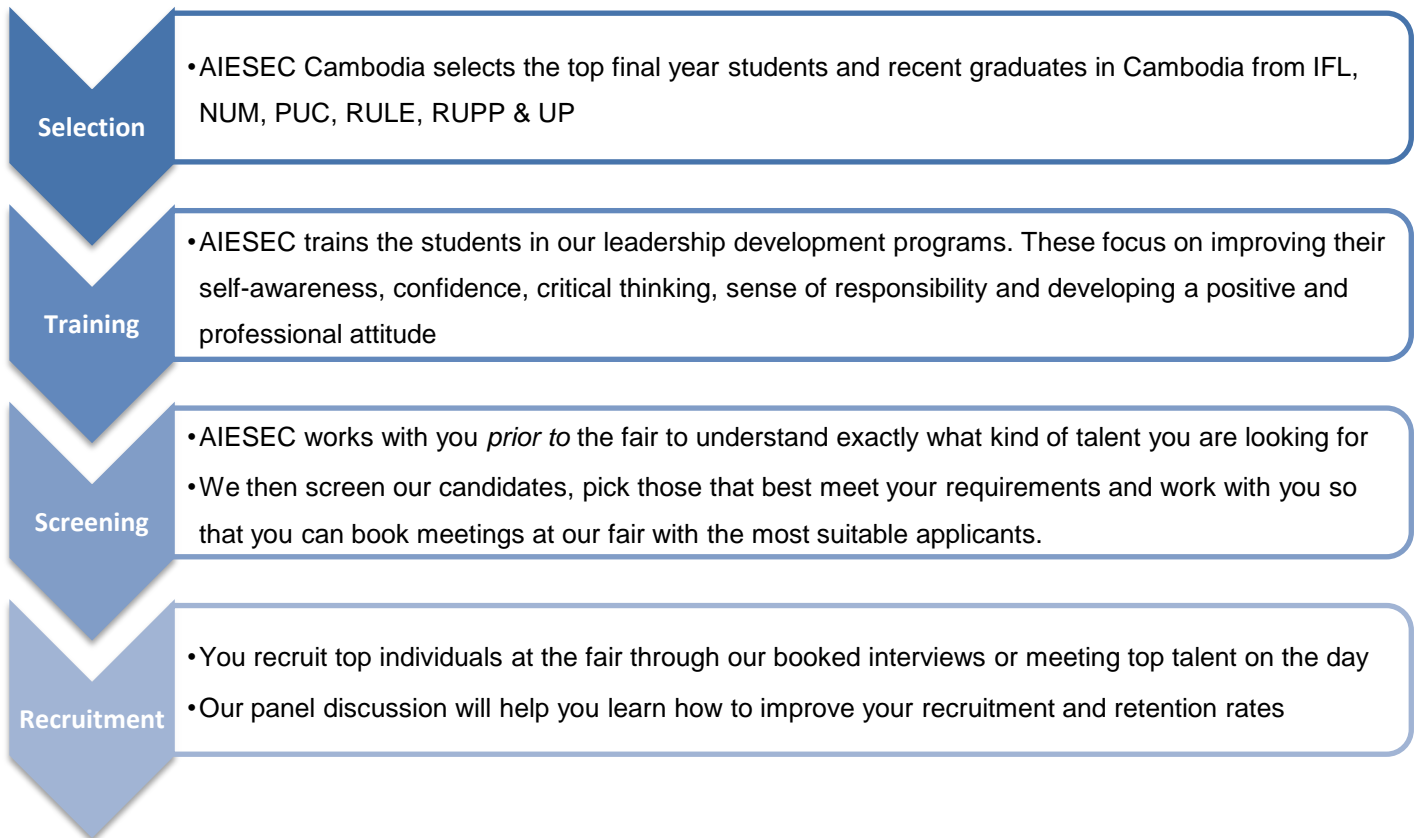
The Young Leaders Recruitment Fair 2010

Recruit Cambodia's Best Young Talent

One of the major challenges for businesses in Cambodia is recruiting competent young people who offer high-performance and can fit in their organization. We know you get hundreds of CVs that all look exactly the same. We know you want young people who have good degrees as well as the essential personal, professional and people skills that businesses need to perform.

AIESEC is providing a solution for how businesses can recruit these young people.

We are focusing on training high-quality final year students and then providing the environment in which you can meet and hire them. It is our objective that you will be able to actually hire on the day of the fair itself. Only final year students selected and trained by AIESEC will be admitted to the fair. Our process is as follows:



We focus on Quality, not Quantity

In view of the need expressed by the business community for quality recruitment, this is the only recruitment fair in Cambodia that focuses on enabling you to hire top quality, trained, final year talent at the actual fair.

We know recruitment is not a numbers game. We are unique because we invest huge amounts of resources into offering our world-class leadership training to students, for free, so that we can provide you with the very best final year students.

→ If you're a company that's interested in only hiring the best then we are the right choice for you.

Product	Cost	Number desired	Total Cost
1. Corporate training	\$120 per person		
2. Young Leaders Recruitment Fair	\$500		
3. International Traineeship Program	\$1,000		
4. Local Committee Partnership	\$1,000		
Which LC ?			
5. Leadership Conference	\$2,000		
6. (Supporter) 1,000 Global Leaders Program *1 module	\$2,000		
7. (exclusive) Leadership Award	\$3,000		
Which award?			
8. (Investor) 1,000 Global Leaders program *2 modules	\$4,000		
9. (Champion) 1,000 Global Leaders program *1 section	\$8,000		
		Grand Total	
	Partner level		

Company representative

Date:

Name:

Phone number:

Email address:

Office address:

AIESEC representative with whom you have worked:

-By signing my name below I commit my organisation to entering into a partnership with AIESEC Cambodia for the time specified above. I confirm that I understand what the partnership entails and that I will pay the partnership fee within 14 days of the start date for the partnership.

- For the International Traineeship Program I understand that I must pay a \$500 USD deposit for work to start and the rest of the \$500 USD on arrival of the AIESEC trainee at my office.

Name:

Signature of authorised company representative:

Appendix

Details of the 1,000 Global Leaders Program



'Activate Leaders' by training them

- *Training program for Communication, Teamwork, Leadership and High performance-* We train the students through our 4 day. Our objective is a 'shock and awe' approach to make the students more aware of their own fantastic potential and how to develop it. Intense yet fun, it profoundly changes their view of the world and themselves

'Develop Leaders' by challenging them



- *Leadership Tournament-*A competition to find Cambodia's best young leaders by getting to compete against each other
- *Let's Do This!*-Every participant creates a project in which they must lead 3 people for 2 months to make a difference to any issue they are passionate about.
- *International Experience-*Participants will be give the chance to go work abroad or attend an international conference through AIESEC's 108 country network. Note, AIESEC is an enabler, we do not pay for the flights or visas of the participants.

'Deliver Leaders' by connecting them



- *Professional Skills Seminar-*After giving them extensive training we aim to teach them professional skills to make sure they are able to pass a job interview
- *Young Leaders Recruitment Fair:* Once we have trained and challenged them to be young global leaders, we give you the chance to meet and recruit them at our Young Leaders Recruitment Program. We think it's not enough to just create young leaders, we must connect them to areas in which they make a real difference. This event is designed so that you actually recruit on the day!
- *Global Village-*A celebration of their graduation from the program, this event brings together friends and family to recognise their success on the program and to share the stories with the community to inspire more young leaders to activate themselves.