

CASE STUDY

Changing the World

This is Arthur. In his free time, Arthur reads articles from a usually tattered copy of *The Economist* and challenges his friends with “wouldn’t be cool if...” ideas on how to change the world. His friends call him visionary....but totally unrealistic.



Arthur had always heard about AIESEC on campus but thought it was more for the business people where he was more interested in the bigger issues of the world. Nonetheless, a friend of his convinced him to attend an information session.

Arthur decided to join the local committee in order to get involved in the Global Sustainability Learning Network, an on-line community of AIESEC members from around the world that are interested in learning more about the issue of sustainability.

Through this learning network, he participated in on-line discussions with top externals from the field, organized discussions on sustainability within the local committee, and began to develop a network of people interested in the issue. He was also able to spend a summer in India helping a medium-sized enterprise setup their CSR department through the AIESEC exchange program.

The exchange experience was his big turning point in AIESEC. He came back and attended the AIESEC national conference. It was the first time he was in an environment where he could share his vision of doing something amazing with his life and people would get excited and encourage him.

During this conference, one of the older members noticed his potential and took on the informal role of mentoring him. He loved Arthur’s visionary side but told him he also needed practical experience in leading people and driving ideas. Arthur went home with this idea and decided to apply (and was elected) to be President of his local committee.

As president, Arthur had to lead a group of 50 people towards a common vision and learned about strategy, planning, decision-making, public speaking, networking and motivating people. He learned all the “business” stuff to help support in turning visions into reality.

So, now, Arthur has stopped saying “wouldn’t it be cool if...” and has started saying “One day I am going to start an organization that....”

And the cool thing is that his friends believe him.

Are you following the masses or following your passions?

What is AIESEC?

AIESEC is an international platform for young people to discover and develop their potential to have a positive impact in society.

AIESEC in Numbers

- ✓ Since 1948
- ✓ 89 countries and territories
- ✓ Over 800 universities
- ✓ 18,000 members
- ✓ 5,000 leadership positions
- ✓ 3,500 exchanges
- ✓ 350 conferences

What can I do in AIESEC?

- ✓ Develop your leadership
- ✓ Gain practical skills
- ✓ Work abroad
- ✓ Attend conferences
- ✓ Build a personal network
- ✓ Explore yourself and your future

And much more...

Learn more about AIESEC at www.aiesec.org

It's up to you!