

CASE STUDY

Finding My Future

This is Brenda. Brenda was one of those people who really had no idea what she wanted to do with her life. If pressed by friends and family, Brenda would simply say “business”. But, she never felt comfortable saying just business. She knew there was more out there...somewhere.



Walking through a campus fair, Brenda stumbled across an AIESEC stand. She was overwhelmed by the opportunities and unsure if it was for her. She was convinced to join after the AIESEC member told her, “I felt the same way at first. You just need to jump into it.”

As part of the AIESEC induction process, Brenda did her first personal reflection, on what she wanted to get out of AIESEC.

She decided, her main goal was to get exposed to different things and to leave with a clearer idea of what she wanted to do with her life. Together with her team leader, Brenda developed a career plan for her time in AIESEC to meet these goals.

The first strategy was to develop a strong practice of personal reflection. With tools and support provided by AIESEC, Brenda completed a number of exercises to gain deeper understanding of who she was and what was important to her. She also kept a learning journal throughout her AIESEC experience that she posted on her weblog.

The second strategy was to work in all areas of AIESEC. Over time, Brenda learned about sales and marketing, human resources, public speaking, training, and project management in different contexts.

The third strategy was to get international experience ... and lots of it. In two years, Brenda worked 2 months for an AIESEC chapter in Lithuania, did a 4-month internship teaching English in Costa Rica, and attended two international conferences (Brazil and Germany).

Through working in different areas and different cultures Brenda was exposed to different situations and realities. Through personal reflection and discussions with others, she was able to transform those experiences into insights about herself.

Unfortunately, as she now nears graduation, she still has not decided for sure what she wants to do with life. But that is because she has too many ideas and cannot pick between them!

And now, when her friends and families ask, often times she still says just “business” because it is easier and quicker than talking through all her ideas!

Will you see where your future leads or lead your future?

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!