

GROWTH DRIVER VISITS

Who, what, how

GROWTH DRIVER VISITS: WHO

WHO GETS A VISIT?

LCs with a high potential for immediate growth in one program, and whose bottlenecks are not related to internal management (as these can be addressed in a coaching visit).

WHO CAN CONDUCT A VISIT?

Experienced AIESECers who:

- Have experience as LCP or as VP oGT, oGV, iGT or Marcom;
- Come from a “Cluster E” (Initiative) LC or above
- Demonstrate the following attributes:
 - Understanding
 - Assertive
 - Analytical
 - Takes Initiative
 - Turns ideas into reality
- Are available in the following months:
 - November 2016
 - January 2017
 - February 2017

GROWTH DRIVER VISITS: WHAT

OBJECTIVES

- Reinforce operational knowledge
- Realign local strategies
- Encourage rapid growth

DIRECTIONS

- Visits last from 2 to 3 days, and at least 1 day must be on a weekday
- One program will be the visit's focus
- At least one element per category below (functional training, team management, operations management) must be delivered

	oGV	oGT	iGT
FUNCTIONAL TRAINING <i>(Deliver at least one.)</i>	1 sales training	1 sales training	1 sales training
	1 CXP mapping session	1 CXP mapping session	1 prospecting / market analysis session
TEAM MANAGEMENT <i>(Deliver at least one.)</i>	1 team management session (standards)	1 team management session (standards)	1 team management session (standards)
	1 4DX-aligned planning session	1 4DX-aligned planning session	1 4DX-aligned planning session
	1 team meeting	1 team meeting	1 team meeting
	1 LCP + VP meeting	1 LCP + VP meeting	1 LCP + VP meeting
OPERATIONS MANAGEMENT <i>(Deliver at least one.)</i>	1 consultation	1 consultation	1 sales meeting
	1 physical promotion event	1 physical promotion event	1 cold calling session
			1 networking event
1 university meeting	1 university meeting	1 university meeting	
SUCCESS MEASURES	# applicants generated # of EPs approved	# applicants generated # of EPs approved	# of sales meetings # of TNs raised # of TNs matched

GROWTH DRIVER VISITS: HOW

STEP BY STEP PROCESS

STEP 1: MC responsible contacts growth driver.

- Growth driver is chosen based on location and expertise.

STEP 2: Growth Driver or MC responsible schedules visit with LC.

- Agree on the dates
- Make sure that at least one day is on a weekday

STEP 3: Growth Driver gathers information on LC's situation.

- Read and watch orientation resources
- Consult with MCVP of the target program
- Look at LC's Salesforce Reports

STEP 4: Growth Driver plans the visit.

- Build an agenda for the visit, with the help of the LCP and LCVP of the target program.

STEP 5: Growth Driver delivers the visit.

- Deliver at least 1 functional training, 1 team management training/session, and 1 operations management touch point. (See checklist above.)

STEP 6: Growth Driver fills in ending report after visit.

- What went well? What are the areas of improvement? Tell us [HERE](#).

STEP 7: Growth Driver or MC Responsible tracks LC's progress.

- Are they growing in the targeted program?
- Have the success measures been met?