

Leading and motivating volunteers

Silvija Seres

IAA Volunteers meeting

Fonty, 24 May 2014

IAA Norway

450 alumni
200 members
10+5 events



Comittee

People and roles:

- President: Silvija Seres
- Secretary: Øystein Morch
- Treasurer: Maria Kristiansen
- Professional events: Marius Olsen
- Social events: Martin Holst Andreassen
- Clubs: Petter Simonsen
- Profiling: Christian Norman Aass
- Executives: Susanne Hannestad
- Executives: Wilfred Pimenta

Clubs:

- PE Club Lars Thoresen
- Energy Club Krister Paulsen
- Strategy Club Sverre Fjelstad
- Entrepreneurship Susanne Hannestad

Goals 2013-2014

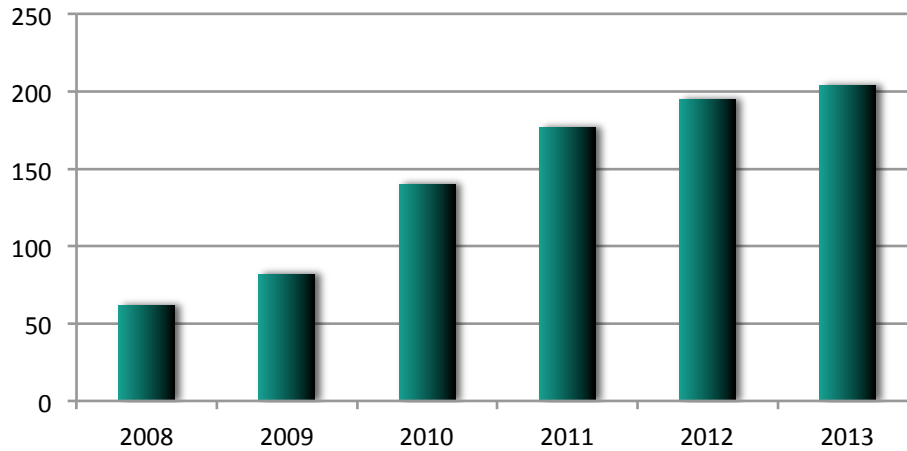
Goal	KPI 2013	Status
# members	200+, 40%	✓ 202 (196 + 6)
# EMBA members	50+, 20%	✓ 51 (47 + 4)
# event participants	50+, 30+	✗ Total avg 50+, INSEAD avg 20+
# media coverage	1	✓ 1
# sponsors	1	✓ 2
# people at summer party	80+	✓ 100
# students at INSEAD	6+	✓ 7 (J'13) + 0 (D'13) + executives

2014 GOALS:

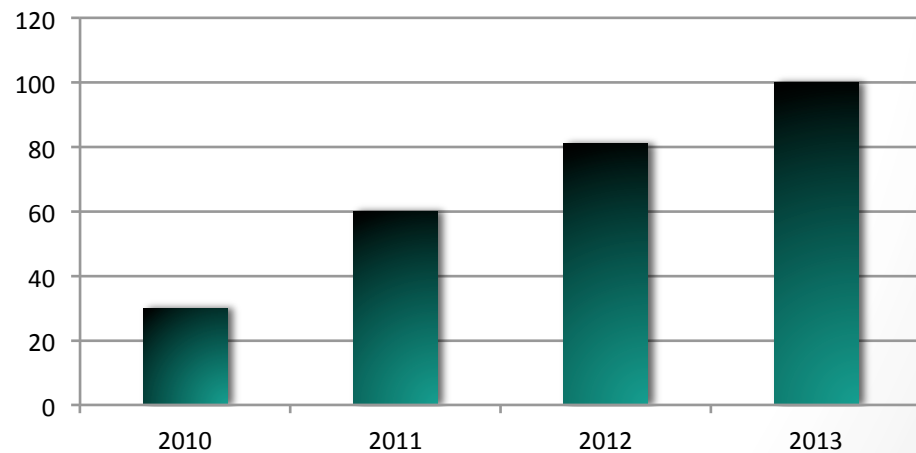
- More executive members
- Higher event participation
- Otherwise as for 2013

Some KPIs

Members 2008-2013

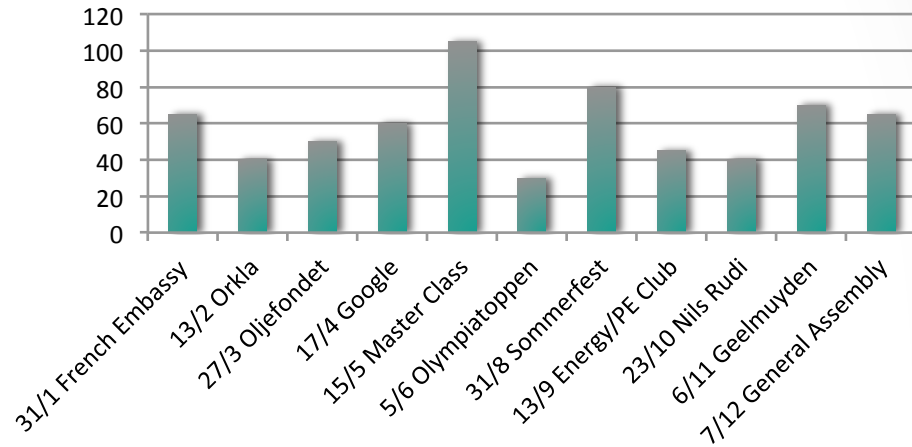


Summer party participation

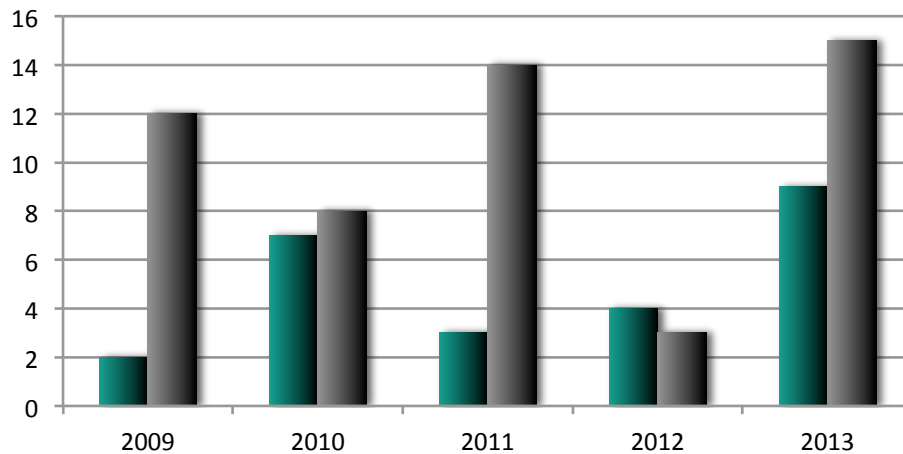


Some KPIs

Events 2012



Norwegian students at INSEAD



Scholarships

INSEAD Scholarship

NOK 100.000,- per year

ORKLA, Statoil and Schibsted

INSEAD
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Established by:

 **ORKLA** **SCHIBSTED
MEDIA GROUP** **Statoil**

The INSEAD Norway Scholarship

The **INSEAD Norway Scholarship** was created in 2010 by three members of the Norway Council, Statoil, Orkla and Schibsted, in support of INSEAD's efforts to attract top talent from Norway onto its MBA programme. The awards will be merit based - strong academic results combined with demonstrated leadership qualities. They should be role models in their communities. One or two awards will be made each academic year. Norwegian citizens admitted to INSEAD are eligible. Female candidates and candidates with a well-documented financial need will be given priority.

More from our Norwegian Alumni



Helge Lund, MBA '91J
President & CEO Statoil ASA

INSEAD was always my first choice due to its truly global profile and excellent academic reputation. I enjoyed working and living with people from all over the world and with very different private and professional backgrounds. I think the INSEAD experience gave me broader perspective on important business, organisational and societal issues. In addition, I believe it improved my ability to work and deliver in multicultural teams. I really enjoyed the year at INSEAD and would have liked to do it again!



Kristin Skogen Lund, MBA '92J
EVP and Head of Telenor Digital Services & Nordic President of the Confederation of Norwegian Enterprise

I chose INSEAD because it was European (I did my undergraduate degree in the US), international and highly competitive. I also liked that it was structured as an intense one-year program. I learnt a tremendous amount from working intensively with the very competent and competitive students at INSEAD. It was tough, but I really grew personally, and it changed my ability to solve challenges and get ahead. INSEAD is very much a "work hard, play hard" place - we had so much fun, and I still stay closely in touch with my many international INSEAD friends.



Eskild Larsen, MBA '06J
Investment Manager, Ferd Capital

The INSEAD MBA is an intense 10-month programme. The students typically have several years of work experience, and together they represent a unique diversity in nationalities and cultures which makes the school a truly international environment. At INSEAD, I was challenged by top-performing professors, I worked in teams with great people from many different backgrounds and I learned to extract key insight from huge amounts of information. Most of all, it was a year of personal development with a lot of fun and great experiences.



Maria Borge Kristiansen, MBA '10D
Associate, McKinsey & Company, Inc.

I wanted to pursue an MBA to develop in all areas of business and leadership, and I was looking for new perspective on how to adapt to different settings and cultures. INSEAD was my top choice because of the international environment with 80-90 nationalities in a class of 500 and the world-wide alumni association. INSEAD offers deep business knowledge together with practical skills of teamwork and leadership. The fun part is that this is taught not only through theory but also with real-world examples and a lot of teamwork. Looking back I have developed faster and broader than ever before, both academically, personally and socially. Especially, I have learnt how to effectively share my knowledge and thinking and develop strong long-term relationships. INSEAD has surely been an international experience and today I feel I can call a school friend when travelling in any country. Most importantly, INSEAD made me adopt a more constructive way to view the world and expand my horizons.

Annual plan

Board meetings (venue Petter, Vettaliveien 14, kl18-22):

15/01

23/04

04/06 (board dinner) Cornelia ok

13/08

05/11 (sushi dinner)

Professional talks (kl17-19):

19/03 Øyvind Eriksen venue Carnegie

07/05 Robert Mood venue Carnegie

24/09 Rolv Erik Ryssdal venue Schibsted

17/11 Knut Anton Mork venue Handelsbanken

Social events:

29/01 Fransk ambassadørens bolig kl18-20

23/08 Sommerfest kl18.30-24 venue Villa Eckbo

06/12 Julelunsj kl12-14 venue Nasjonalgalleriet

Clubs:

12/02 Strategy Club (Sverre Fjeldstad) venue McKinsey

17/04 PE Club (Lars Thoresen) venue BAHN

10/10 Energy Club (Michael Buffet) venueBCG

Annual plan

Other:

Ongoing event invites and admin

Øystein pappaperm feb

Silvija baby 9/3

Christian baby 2/3, pappaperm sept

Internal tasks:

DEC: Register board at Brønnøysund, INSEAD, update aliases (Silvija, Øystein)

DEC: Invites for all board meetings, roles handover (Silvija)

JAN: Handover notebook update (Silvija, Maria)

JAN: Update member's addresses (Maria)

JAN: Register new membership (Maria, Christian)

JAN: Alan Phillip – address books (Maria)

JAN: Professional events at web (Marius)

JAN: Social events at web (Martin)

JAN: Survey supper party, other (Martin)

JAN: Sponsors (Øystein)

FEB: Address cleanup (Marius)

MAR: INSEAD annual fees (Maria)

MAY: Presidents meeting (Silvija)

JUN: Summer party – classreps (Christian, Martin)

AUG: Summer party, execution plan (Martin), nomination committee (Birger)

SEP: Survey IAAN, ad campaign, events next year (Christian)

NOV: Annual letter and bill (Øystein)

NOV: Annual report (Øystein)

DEC: GA (protocol to Brønnøysund) (Silvija, Martin)

Now, for leading volunteers

Some principles:

1. Define the right roles
2. Find the right people
3. Get agreement on the vision
4. Get agreement on the KPIs
5. Communicate often and clearly

Inspire!

Be willing to rotate and move people out

Actively look out for potential new committee members

In absence of money, motivate by good team and purpose

Keep high expectations (quality of events, invites,...)

Make and keep personal contact with many alumni

What works

1. Keep searching for best venues
2. Keep looking for best speakers
3. A balanced mix of social and professional programme
4. Embassy events
5. Unusual speakers (not just CEOs)
6. Cozy setting for committee meetings, annual dinner
7. Annual task-list
8. Three levels of membership (normal, digital, regional)
9. Paper billing and Christmas letter
10. Active INSEAD Council
11. Visits by INSEAD professors
12. Partners: McKinsey, BCG, Aker, others
13. Collaboration with other schools: IMD, HBS, ...
14. Bi-annual surveys
15. Other IT tools for invites, billing, communication...

What could work better

1. Executives participation
2. Mid-age and mid-stage alumni
3. Events outside Oslo
4. Fundraising
5. Address cleanup
6. Kolding's marketing
7. IT for member's registration
8. INSEAD recruitment insights
9. Career services

A great committee!

