



See it. Feel it. Live it.

JCI BELGIUM 2020 PLAN OF ACTION

TOM STAELENS – CANDIDATE NATIONAL PRESIDENT JCI BELGIUM 2020

INTRODUCTION

As a candidate for the position of National President of JCI Belgium, I would like to present to you my plan for 2020.

This plan contains a number of focus areas I would like to work on in 2020. Of course, I will not do it alone. I am gathering an ambitious team with the necessary skills to turn this plan into reality.

This plan is the result of many many talks I had with members, past members, past presidents, JCI officers and friends all over the world. The inspiration, feedback and insights I got from so many people resulted in this plan, which will be the national board's guide throughout the year.

In this document, I will define the focus areas I want to work on in 2020, why they are our focus and what we will do, without going in too much detail. I'm convinced that this is the way forward, and I sincerely hope we can all work together to achieve these goals.

Before moving onto the actual plan, I would like to thank the people who helped me get this far. Thank you from the bottom of my heart for your support!

Tom Staelens

Candidate president JCI Belgium 2020

ABOUT ME

Annelies Vijncke makes me the happiest guy alive. We have been married for almost 10 years now, and together we have **2 amazing kids**: Laura and Matteo. They bring me joy every day, and the energy to tackle any challenges life throws at me.

Professionally, I'm a **digital marketing** consultant. In 2017, I started my own company called Upperscore, focused on helping organisations grow their business through digital marketing. Whatever time is left after work, family and JCI, is spent on playing the **saxophone**.

For more information about my JCI career so far, I refer to the JCI CV you also received.



MOTIVATION

I became a member of **JCI Aalst** in **2011**. I am very thankful for that 1 person who kept pushing me to go to JCI events. Without him, I would not be where I am today. Before that, I was just like many other people, with an average job and no clear idea about what to do with the rest of my life. JCI helped me find my goal in life and the confidence to go for it.

JCI is an organization that brings **opportunities**. The ones that I got have brought me:

- new skills
- a strong network
- a lot of inspiration and ideas
- the knowledge that one person can make a difference

These are things we can all use in everyday life, not just in JCI. I want to take this opportunity to **grow personally**. The international dynamics combined with the structure in our own country will bring new learning opportunities. Not only to myself but to the rest of team.

“JCI encourages all of us to seek excellence, and to be an example for the world to follow” Kevin Cullinane

The reason I joined were the learning opportunities, and of course I worked on projects in my local chapter. But I also quickly discovered that I wanted to be **active outside my local chapter** as well. Especially the international events were great experiences for me. Every time, I came back with more energy and more ideas.

I want to further **expand my international network and help others in doing the same**. And I want to show more members in Belgium what opportunities there are, what they can get out of international academies, conferences and congresses.

At this point, I feel ready to take on this challenge. I want to lead our organization through some of the challenges we are facing today, and I want to use my experience and that of others to make our organization stronger. In doing so, I hope to inspire others to take action, to become better and to create impact in our organization and the world around us.

A PERSPECTIVE ON JCI BELGIUM

We are facing some **challenges** today as an organization. One of the biggest frustrations of most members, wherever you go, is our **lack of visibility** to the outside world. ‘Selling’ JCI seems to be very difficult. It’s hard to get real visibility whenever we do projects and events. I believe it’s because there is so much to tell and because we struggle to keep our message focused.

“Difficult roads often lead to beautiful destinations” – Zig Ziglar

Every year we organize national **events & projects**. But we count less members every year. And the number of attendees is not what we aim for. We can’t keep doing the same things in the same way and expect different results. With a different approach, we can make these events more successful.

There are also things that we should keep doing, or do more. As a national organization, JCI Belgium is considered **one of the stronger organizations in Europe**. People notice us on international events, because we bring positive energy and because we play an important role in the decision making process. On top of that, we have the ambition for a **European Conference in Belgium** in 2022 as officially announced during the European Conference in Lyon. And we have members who can take international positions in the future.

We have also been working on **Vision 2025**, a plan that should enable us to strengthen our organization in Belgium. There have been some discussions and decisions were made. Now it’s time for implementation. In order to move forward, we will need to work on this as well in 2020.

Doing all of this however will only be possible with **dedication and cooperation**. Even though the regions and the local chapters each have their own traditions and ways of working, we share the same DNA and we face the same challenges. We need to combine our strengths and walk the same roads towards a better future. Great things will happen, if we are willing to put in the effort.

FOCUS AREAS



INTERNATIONALISM



LEANER JCI BELGIUM



MARKETING &
COMMUNICATION

INTERNATIONALISM

We are an international organization, but at the same time, we are about creating impact in the local communities. We can get a lot of inspiration from international events. But we should also let others see and hear about the projects we do. And we should keep our level of international activity up, especially since we announced our candidacy to host a European Conference.



See it

I want to show our members what we do internationally. Those of you who went to international events know that there are usually a lot of Belgians there. And not just for partying: we participate in debating competitions, we have trainers and we have people in international positions. On GA's, we move motions, we actively take part in discussions and in the decision making process. Our members should see what goes on on an international level.

We are considered in Europe as one of the stronger countries because we make our voice heard and we make a positive contribution. I want to continue doing this, defending the interests of Belgian members at the same time. I want to keep doing this for our members because this is what makes us a strong national organization, it is how we are seen by the rest of the world.

Feel it

Us Belgians, we are modest people. But we do good things, and sometimes our projects don't get the recognition they should be getting. Because we are afraid to show those projects to the rest of the world. We don't write award files because we think they will not win anyway. We should feel more proud of what we do and inspire the rest of the world to be better.

Of course, the same goes in the other direction. In our local chapters, we sometimes do great projects that are based on information we get from abroad. I am convinced that we have to keep on doing this. With all the ideas and best practices we can get from members in other countries, we can bring our projects to the next level and make our members feel empowered to create more impact.

Live it

I want to enable our members to experience once in a lifetime opportunities, such as:

- European Academy
- Strategy academy
- COC academy
- PR & Media academy
- Growth & Development academy
- Organizing a conference
- Position as VP, EVP, committee member

These opportunities are seen as lifechanging by those who got to experience it, and I want to give as many Belgians as possible these opportunities to become better.



What do the members get out of this?

- They will see what JCI Belgium does internationally
- They will feel inspired and empowered for new and existing projects
- They will get opportunities for positions, events and academies on an international level
- They will get access to information and networks outside Belgium



LEANER JCI IN BELGIUM

We introduced Vision 2025 a few years ago and now it is voted. We move forward with this, and it will have impact on JCI Belgium. Furthermore we see changes in membership that we cannot ignore. And I want to make some changes to the events and projects we do on a national level, so that they will have the desired impact.

See it

We see challenges in our national organization, as already pointed out. We want to get a good view on what is good and what needs improvement. Vision 2025 wants to offer solutions to some of those challenges. We will work closely with the implementation team on that.

I also want non JCI members to see more of us. I want to put a lot of emphasis on being more visible for potential partners and new members, so that we can get resources to strengthen our organization, both in number of members and financially.

Feel it

JCI is a little bit more complex in Belgium than it is in other countries. We have the regions, in between the local and the national level. Some chapters work in calendar years, others work in academic years. And on a national level we communicate in 3 different languages. It creates a level of complexity and most of all: it creates distance, not just literally.

We share the same DNA and we have common issues to solve. Based on the output from the implementation team for Vision 2025, I want to work with a team of members in Belgium on making things easier. By doing so, I'm convinced our members will feel more empowered to do projects or lead teams to create impact in our local communities.

Live it

In a leaner organization, there is room for partnerships that help us create more impact, and partners that create more value for the local chapters and the members themselves. These partnerships make things a little bit easier. The national team will be building on the partnerships that were already created.

A leaner organization does not only mean Vision 2025. It also means working efficiently within the current structure. It will allow us to focus a little more on our mission, which is still to provide development opportunities that empower young people to create positive change.

What do the members get out of this?

- More means to get things done on a national level
- They will spend less time on the complexity of our organization
- They will get more value from JCI
- They will get better national projects



MARKETING & COMMUNICATION

This by far one of the most frequently discussed topics in JCI, and not only in Belgium. Whoever you talk to in JCI, everybody wants **more visibility**. People get frustrated that we are not picked up by the press. We wonder why nobody has ever heard about us. On top of that, internal communication is a challenge in many organizations and it is certainly also one in JCI. Having a website and a Facebook page is important, but it's not enough. We will start by creating a communication plan for all communication channels we use.



See it

Our communication is something I want to put a lot of energy in. There has been a shift towards more visual communication. In fact, by 2020 80% of all content online will be video according to Cisco. JCI Belgium has not been making that shift to the same extent, and I want to do something about that. People are more engaged by video than by text, and they remember a lot better what was said through video. I want to work on this so we can attract more people to join us or to partner up with us. At the same time it's also a great way of showing the members a little more about what we do nationally and internationally.

I also want JCI Belgium to be seen more in the press. Getting there will take us time. We do the projects and we deliver impact, but we have to build better relationships with the press.

Feel it

The national team should work on bringing projects from other countries closer to the members in Belgium, so they get inspired to do new projects or improve the ones they already do. There are plenty of great things that happen in other countries, that may inspire our own members, and I want to bring that inspiration a little closer.

But also within the borders of our country, we can pick up tips and tricks from each other. And in certain areas, we have a lot more in common than we think, without knowing it. Communicating about it will help members feel more connected. The best example can be found in the delegations to international events. We should try and bring that same connectedness to every member in our organization.

Feel it

Every member should be an ambassador and live the JCI values, and communicate about it to their own personal network. As a national team, we can try to spread the message to the outside world as much as possible, but we are just a few people. I want to inform and inspire the members to be the best possible ambassadors for our great organization. Living a truly impactful JCI life and leading by example is the best way to stimulate others to join JCI as a member or partner.



What do the members get out of this?

- Relevant information at the right time for the right audience
- A more attractive way of communicating externally
- Content that inspires people
- Stronger visual communication
- Streamlined communication for our organization and its members

NATIONAL TEAM

All this is not possible without a dedicated and ambitious team. There will be a Secretary, Treasurer and EVP Internationalism of course as always, plus the Immediate Past President and the presidents of both regions.

But in order for us to step up our communication, I want a **Communications Director** that will make sure we continue building an online community, do regular updates on our website and social media, and builds and updates a communication plan. This person will have ownership, and will lead others in the team in communication efforts.

If we want to get more partnerships, especially in preparation of a European Conference in Belgium. I want a **Partnerships Director** that takes care of existing partners but is also very focused on finding new partners that add value for our members and projects.

Considering the changes we are going to see soon at JCI Office, I want an **Office Manager** that can handle not only the staff but can also manage some administration for the Office building. I want this person to also think about how we can use JCI Office more efficiently in the future, and implement the necessary changes to do that.

In the national team I also want a **Legal Counsel** who can make new contracts for delegations to international events like a European Conference or a World Congress. Furthermore, I would like this person to review some of the current contracts and update them where it's relevant.

I know that this is a larger team than we usually have. But we have our work cut out for us and we need every position if we want to tackle all these challenges.

FINAL REMARKS

These are the points I want to work on in 2020. I plan to start working with a motivated team in August, so we can hit the ground running. I hope that all of you are on board and are eager to work with the national board on the topics I mentioned before. I am convinced that if we push ourselves a little, if we aim to be the best version of ourselves, we can achieve a lot by the end of 2020.

This plan is ambitious, and I am fully aware that we may not achieve everything we aim for. But if we really want to make a difference, we have to aim high. Let's raise the bar together.

I also want to point out that we aim to keep what is good and improve of what we can. I absolutely want some continuity in the things we do, building on the foundations that are already there. After all, it's not about the national board or the national president. JCI is about what happens in the local chapters. It's about the projects that are run by our local members.