



2024

PLAN OF

ACTION



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2024 Presidential Candidate

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our
VISION

To be the foremost global network of young leaders.

our
MISSION

To provide leadership development opportunities that empower young people to create positive change.

**DEVELOPING LEADERS
FOR A CHANGING WORLD**

Be Better.[™]

» GUIDING PRINCIPLES

Upon its creation, JCI was envisioned by Henry Giessenbier Jr. as a means to achieve global peace. Through the tireless work of incredible leaders, JCI transcends borders and national interests, promoting prosperity and economic justice for both our members and the citizens of the world. In 2024, JCI will continue to pursue the ambition of its founder, through several core goals:

- **Promoting *member engagement and value* with JCI by providing added value on the leadership journey that will boost retention and growth, notably from the international perspective.**
- **Enhancing and optimizing the *internal business model* to generate more revenue for the organization.**
- **Implementing the 2023-27 Strategic Plan and its 4 pillars aligned with the 4 Areas of Opportunity and providing a *clear and decisive vision* of where JCI will be in 2040 for its 125th anniversary.**



2024
THEME

 **Let's make a
DIFFERENCE**

The theme is aligned with the JCI tagline of Developing Leaders for a Changing World. The world needs leaders who can make a difference and JCI is here to provide the leadership development opportunities that will empower young people to achieve this through their actions.



2024 INITIATIVES

Brand Awareness and Visibility

- » Global Team Talks
- » Making a Difference monthly videos
- » Leadership Interviews
- » Specific Day to celebrate JCI
- » Global level talent search examination
- » Appointing Media Managers
- » Universal Declaration of Human Duties for Leaders
- » Emphasis on the Ten Outstanding Young Persons (TOYP) program
- » Bringing the Creative Young Entrepreneur (CYE) Program to the next level

Leadership Development

- » Train the Trainer Program
- » Mentor-mentee program
- » Shadow the President program.
- » JCI in Business program (JIB)
- » Star Member and Star Local President Recognitions
- » Chairing and Parliamentary Procedure Training (CAPP)
- » Awards Orientation Seminar
- » Empowering Youth
- » Junior JCI Club
- » Powered up Global Leadership Masterclass opportunities
- » Improved Public Speaking and Debating Programs

Open, Efficient and Sustainable Structure

- » JCI Merchandise Program
- » 2024 Senatorships
- » Membership Drive
- » Membership Feedback Surveys
- » JCI Club 100 and partnerships drive
- » A renewed JCI RISE initiative

Data-Driven Innovation

- » Established Handover Protocol
- » JCI Alumni Club
- » Sharing Best Practices
- » Create 100% Efficiency plan
- » Vision 2040 - 500,000 members
- » Create a Global Membership Database
- » Optimization of the JCI Virtual Community (JVC)



Brand Awareness and Visibility

Main objective: Strengthen the brand awareness and visibility positioning of the organization at the local, national and international level.



KEY
ACTION
POINTS
2024

Global Team Talks



JCI Vice Presidents and Executive Vice Presidents will share their thoughts about their country visits and other exciting topics about the work of the organization in short and engaging public videos on the official JCI YouTube channel and other social media platforms.

JCI Vice Presidents and Executive Vice Presidents will share their thoughts about their country visits in short and engaging public videos on the official JCI YouTube channel and other social media platforms. This video series will offer valuable insights to JCI members about how the global organization works and provide a platform for sharing experiences, knowledge, and inspiration. Effective promotion through various channels, such as social media platforms and JCI newsletters, will ensure a wider reach and increased viewership, thereby strengthening JCI's brand presence and establishing it as a hub of thought leadership and expertise.

Making a Difference monthly videos



Monthly short video message on the official YouTube channel from the JCI President and guest National Presidents, relating their experience and the progress of the organization during this year of Making a Difference.

Monthly short video message on the official YouTube channel from the JCI President, relating his experience and progress of the organization during his journey of Making a Difference, accompanied by guest National Presidents. The short videos will help explain and demystify the role of the President and ensure that all local members can understand and interact with the global leader through social media channels.

Leadership Interviews



Influential speakers will be invited to create short videos on topics related to leadership development. These videos will be promoted on JCI's social media platforms.

Influential speakers will be invited to create short videos on topics related to leadership development. These videos will be promoted on JCI's social media platforms. These interviews will be a powerful platform for JCI to invite influential speakers and thought leaders to share their expertise and insights through short videos on relevant topics. By featuring these videos on social media platforms, JCI can effectively promote the content and reach a wider audience. The key is to curate a diverse range of speakers and topics that resonate with JCI's mission, vision and the interests of its members through the 4 Areas of Opportunity. Through these engaging and informative talks, JCI will inspire and empower its members, fostering a culture of learning, growth, and positive change. By utilizing the reach and accessibility of social media, the Leadership Interviews can become a catalyst for knowledge-sharing and create meaningful connections within the JCI network and beyond.

Specific Day to Celebrate JCI



Designate a day during the year to promote JCI's global actions and leverage social media platforms to create a global movement for youth leadership development. We will promote participation and issue digital certificates to increase engagement.

Designating a specific day in which to celebrate JCI's actions around the world in favour of leadership development, we can ignite a global movement. By leveraging the power of social media platforms, JCI can mobilize a wide audience and create a wave of enthusiasm and participation. The key lies in promoting active engagement and encouraging individuals to contribute, share their experiences, and spread awareness about the designated day. To enhance the sense of accomplishment and recognition, JCI will issue digital certificates to participants who engaged the most, symbolizing their involvement and commitment. Through this approach, JCI can harness the potential of social media to amplify its message, inspire collective action, and cultivate a global community dedicated to bringing positive change through youth leadership development.

Global Level Talent Search Examination



An online general knowledge examination promoted by national and local organizations for students aged 12 to 16, which will raise awareness for the JCI brand and attract future talent to the organization.

An exceptional initiative that acts as a powerful tool to promote the brand of JCI among students worldwide aged 12 to 16 through a general knowledge test promoted on the ground by local and national organizations. To maximize its impact, it is crucial to structure the actual test meticulously, ensuring its content is comprehensive, challenging and aligns with JCI's core values. By incorporating attractive rewards such as digital certificates and maybe opening doors to future educational or professional opportunities, the examination will motivate and attract talented individuals, fostering a sense of enthusiasm and healthy competition. Such an engaging and rewarding examination will undoubtedly create a lasting impression of JCI's commitment to nurturing talent, empowering the youth on a global scale and bringing in future members.



Appointing Media Managers

Each National Organizations will be encouraged to appoint a media manager amongst its members to maintain regular contact with the JCI World Headquarters media team and schedule social media posts consistently. Social media and other brand awareness trainings will be offered to these managers to maintain brand consistency around the world

The appointment of dedicated media managers in each National Organizations can greatly enhance communication and coordination with the headquarters media team. These media managers would play a vital role in maintaining regular contact, sharing updates, and aligning social media strategies. By ensuring consistent scheduling of social media posts, they can effectively amplify JCI's message and engage with a wider audience. These media managers will also benefit from training on various aspects of JCI media promotion. Through its proactive efforts, JCI will maintain a cohesive and impactful online presence, ensuring that its mission and activities are effectively communicated and promoted across various social media platforms.

Universal Declaration of Human Duties for Leaders

Carry on promoting the Universal Declaration of Human Duties for Leaders around the world through a signature campaign at a national and local organization levels.

The creation of the Universal Declaration of Human Duties for Leaders serves as a significant step toward promoting ethical values and responsible leadership. To amplify its impact on members and partners, JCI will launch a signature campaign, inviting individuals from diverse backgrounds to endorse and support the declaration. Leveraging technology, QR codes can be utilized to streamline the process and encourage easy participation. Additionally, active involvement from national organizations can be fostered through targeted outreach and collaboration, ensuring widespread awareness and engagement. By promoting this initiative, JCI will inspire a sense of collective responsibility and encourage individuals to uphold their duties toward the betterment of society, fostering a culture of respect, responsibility, and leadership where young people must also be aware of their duties to humanity.

Emphasis on the Ten Outstanding Young Persons (TOYP) program

Updating the rules and promotion of the TOYP contest to ensure high-quality applications from all countries around the world and highlight the JCI brand through the program.

Created in 1983, the global TOYP contest has recognized hundreds of outstanding individuals around the world. After 40 years, the program will be reviewed and updated to ensure that applications are received from all areas and all countries around the world in order to reposition TOYP as a global means of recognition for the JCI brand. National organizations will be encouraged to honor true leaders or those who are already on the path to becoming decision-makers in government, business, and civil society so that at least 50 national organizations submit entries in 2024.

Bringing the Creative Young Entrepreneur (CYE) Program to the next level

Carrying on the development and promotion of Creating Young Entrepreneur (CYE) both through the promotion of the global contest and by encouraging more National Organisations to run it in their countries to enhance the JCI brand.

Relaunched in 2021 at a global level and now run nationally in around 30 countries, CYE has become a global benchmark in JCI's quest to stimulate the spirit of entrepreneurship amongst young people and to create the first global unicorn business incubated by JCI and built upon its values. In 2024, the goal is to encourage and motivate at least 50 entries per area conference and to empower at least 50 national organizations to organize their own CYE contests. CYE contests are a guaranteed way in which to boost brand awareness, membership growth and retention and financial sustainability.

Leadership Development

Main objective: Recruit and retain membership by offering and providing leadership development opportunities.



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KEY
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POINTS
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Train the Trainer Program



Implementing the new Train the Trainer program to reposition JCI as a global benchmark of excellence for youth leadership development training.

Relaunched in 2023, the Train the Trainer program will be strongly supported to help position JCI as the global benchmark of excellence in terms of youth leadership training, through a Trainers Forum. Having strongly talented, empowered and motivated trainers will boost membership engagement, and therefore growth and retention around the world - because talent attracts talent.



Mentor-Mentee program

A mentor-mentee program will be established with clear guidelines and encourage applications from past/present JCI officers as mentors through a selection process.

Establishing a mentor-mentee program within JCI will provide invaluable guidance and support to aspiring leaders within the organization. By defining clear guidelines and criteria for participation, JCI will ensure a structured and meaningful experience for both mentors and mentees. Encouraging applications from past and present JCI officers who possess a wealth of knowledge and experience will enhance the effectiveness of the program. To maintain a high standard of mentorship, implementing a selection process for mentors based on their expertise both at JCI and professional level, commitment, and compatibility with mentees will be beneficial. Through this program, JCI will foster a culture of mentorship, enabling personal and professional growth while strengthening the leadership pipeline within the organization. The target will be to have 75 mentors and 225 mentees impacted by this program in 2024.



Shadow the President program

The program will provide JCI members with an opportunity to shadow the JCI President during visits and gain valuable insight into JCI's operations.

Introducing a shadowing program that allows JCI members to accompany the JCI President during visits will offer a unique and immersive experience. By providing this opportunity, members will gain first-hand insights into the role and responsibilities of the JCI President, while deepening their understanding of JCI's global operations. It is important to clearly communicate the associated costs and benefits of the program to ensure transparency. This includes outlining any financial obligations that participants may have to cover, as well as emphasizing the invaluable networking opportunities and exposure to international events and initiatives. By offering such a program, JCI will foster mentorship, inspire aspiring leaders, and provide a transformative experience that contributes to the personal and professional development of its members. The target will be for at least 100 participants in minimum of 10 countries shadowing the President.



JCI in Business program (JIB)

Creation of an exclusive business program within JCI, providing national organizations with a framework to facilitate regular meetings and networking opportunities between members and foster the spirit of entrepreneurship and innovation. Special business matching sessions will take place at Area Conferences and World Congress.

The creation of a dedicated business program within JCI, known as JIB (JCI in Business), will serve as a valuable platform and framework for national organizations to promote to members interested in business-related endeavors. By organizing regular meetings, workshops, and networking events, JIB will provide a space for JCI members to connect, exchange ideas, and collaborate on business ventures. This program will facilitate the sharing of industry knowledge, best practices, and entrepreneurial experiences, fostering a supportive community that encourages professional growth and success. By nurturing the business insight of its members, JCI will empower individuals to make a positive impact in the business world while upholding the organization's core values of social responsibility and leadership. JIB Business matching sessions will take place at Area Conferences and World Congress enable members from the same industry sectors or wishing to work with other industry sectors, to match and create new opportunities to boost economic growth through business development.

KEY
ACTION
POINTS
2024

Star Member and Star Local President Recognitions

A program destined to recognize star members and local presidents who excel, offer e-certificates and recognition from the JCI President. This will enhance the connection between JCI and grassroots members.

Enhancing membership engagement is a vital aspect of JCI's mission, and recognizing star members and local presidents who show outstanding performance can be an effective strategy to foster a stronger connection between JCI and grassroots members

Enhancing membership engagement is a vital aspect of JCI's mission, and recognizing star members and local presidents who show outstanding performance can be an effective strategy to foster a stronger connection between JCI and grassroots members. By offering e-certificates and personalized recognition from the JCI President, JCI will acknowledge the outstanding contributions and dedication of its members, reinforcing a sense of pride and motivation. This recognition serves as a powerful tool to inspire others, promote a culture of excellence, and strengthen the bond between JCI's leadership and its dedicated members at the local level. By valuing and celebrating the achievements of its members, JCI will cultivate a vibrant and engaged community, promoting active participation and ensuring the organization's continued success.



Chairing and Parliamentary Procedure Training (CAPP)

Amplifying the talent and self-confidence of members by creating and delivering a dedicated training session on the rules of parliamentary procedure, how to chair a meeting and how to observe protocol and etiquette in the setting of a meeting.

In order to become strong leaders, JCI members need to know how to leverage parliamentary procedure to chair meetings and achieve desired outcomes in a firm but fair manner. JCI will amplify the talent and self-confidence of members by creating and delivering a dedicated training session on the rules of parliamentary procedure, how to chair a meeting and how to observe protocol and etiquette in the setting of a meeting and also in everyday life. After creation by the Skills Development team, this training will be delivered at Area Conferences and at the World Congress.

Awards Orientation Seminar



Training to national organizations on the best practices to win awards and thereby showcase the excellence of local and national projects to a global audience.

Winning an award at the international level is an unforgettable experience on the member leadership journey, as well as an essential way to share skills and know-how with future generations of leaders and showcase the excellence of the home national organization on the global stage. In order to give the best chances for each project to win, an awards orientation seminar will be held to brief national organizations on best practices. It will also showcase the winning projects from previous years to act as a source of inspiration and generate stronger and more effective projects around the world that develop leaders.

Empowering Youth



In order to develop the leadership skills and practical education of the younger generation, aged 14 to 21, JCI will set up a training program framework for school children in collaboration with educational institutions.

In order to develop the leadership skills and practical education of the younger generation, aged 14 to 21, JCI will set up a training program framework for school children in collaboration with educational institutions. This will help them develop self-confidence to make them become strong and enterprising future leaders. There will be training programs run by JCI trainers and members on specific topics linked to personal growth and other core JCI values that cannot necessarily be learned inside the classroom. The program will be designed to unleash their potential and give them the spark to succeed.

Junior JCI Club



JCI will create a framework for Junior JCI Clubs to be run by national and local organizations, catering for age groups of 14 to 21 and will be run like JCI local organizations, running actions in the 4 Areas of Opportunity and developing a new generation of leaders for this changing world.

By establishing a Junior JCI Club that caters to the age group of 14 to 21 and will be operated like a JCI local organization, running actions in the 4 areas of opportunity, JCI local or national organizations will effectively incubate future members, create a positive perception among students, and inspire them to continue their journey within JCI as they transition into adulthood and the professional world. Each Junior JCI Club can be started up in a local organization for example with members' children, in a school or a university. It will manage its own funds and activities, but it can be sponsored and supported by a JCI local organization or also externally to start it up. The Junior JCI Club can have as many members as possible. JCI will provide a sustainable framework to set up these organizations and will require national organizations to declare their junior member numbers to JCI each year for statistical purposes.

Powered up Global Leadership Masterclass opportunities

Expanding the repertoire of Global Leadership Masterclasses by offering a diverse range of both free, paid, online and in-person options to make the trainings on the JCI leadership journey accessible to all.

Expanding the repertoire of Masterclasses by offering a diverse range of both free, paid, online and in-person options will be a valuable initiative for JCI. Collaborating with universities or subject matter experts, JCI will deliver high-quality educational content that caters to the interests and needs of its members. By providing the option of JCI certificates upon completion, these Masterclasses will offer tangible value and recognition.

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Improved Public Speaking and Debating Programs

Encourage national organizations to conduct training programs, competitions, and engage with students to promote public speaking skills and therefore JCI leadership development.

Implementing effective Public Speaking and Debating Programs will be a powerful way for JCI to enhance the communication and leadership skills of its members while simultaneously raising brand awareness. By organizing training programs, workshops, and seminars focused on public speaking techniques, JCI will equip its members with the necessary skills to express their ideas confidently and effectively. Additionally, conducting public speaking competitions will provide a platform for members to showcase their talents and engage in friendly competition. To further expand its impact, JCI will collaborate with educational institutions and engage with students to promote public speaking skills and introduce them to the organization's mission and values. Through these initiatives, JCI will empower individuals to become compelling speakers, and ambassadors of positive change, and further establish its presence in local economies, societies and beyond.



Open, Efficient and Sustainable Structure

Main objective: To be an efficiently-ordered and open organization that can sustain itself for another 100 years - and beyond.

3



JCI Merchandise Program

JCI will promote and sell high-quality limited-edition products and collaborate with a committee to enhance the JCI Store and thereby increase brand awareness and revenue. National Organizations will also be encouraged to create their own merchandising strategies to enhance their own internal business models.

Promoting and selling high-quality limited-edition merchandise will be an effective way to generate interest and increase brand visibility for JCI. By collaborating with a dedicated committee, JCI will enhance the offerings and overall experience of the JCI Store. This committee will focus on curating unique and appealing merchandise that aligns with JCI's values and resonates with its members and supporters. Special attention will be given to creating limited-edition items that evoke a sense of exclusivity and encourage collectability. Effective marketing and promotion through various channels, including social media, newsletters, and events, will help drive sales and create a buzz around the merchandise. By continuously refreshing and expanding the JCI Store with innovative and attractive products that can also be proposed by members, JCI will not only generate revenue but also strengthen its brand identity and foster a sense of community among its members and supporters. National organizations will also be encouraged to create their own merchandising strategies to enhance their own internal business models.

KEY ACTION POINTS
2024

2024 Senatorships



Launch a campaign to achieve the target number of 2024 senators for 2024 by highlighting the added value of senatorship to reward and empower hard working JCI leaders and encourage at least one nomination from each local organization around the world.

Launching a focused campaign to achieve the target number of 2024 senators for 2024 will be a significant objective for JCI. By encouraging nominations from all local organizations, JCI will ensure a diverse pool of candidates who embody the values and vision of the organization. Promoting the campaign through various channels, including social media, newsletters, and dedicated events, will generate awareness and enthusiasm among JCI members. Clear communication about the benefits and responsibilities of becoming a senator will motivate potential nominees to step forward and actively participate. By actively pursuing this target, JCI will strengthen its leadership network, foster collaboration, and empower individuals to make a lasting impact within their communities and beyond.

Membership drive



Training courses/workshops destined to improve JCI membership growth and retention, notably on how to “sell” JCI to new potential members and increase the engagement of existing members.

JCI recognizes the importance of a thriving and diverse membership base to drive positive change and make a significant impact in communities worldwide. In line with our commitment to continuous improvement and expanding our global network, we are excited to launch the JCI Membership Drive Program.

The JCI Membership Drive Program is a comprehensive initiative designed to empower our members and local organizations with the skills, strategies, and resources necessary to attract and retain new members. This program offers workshops tailored to address the unique challenges and opportunities faced by JCI members in growing their local organizations, essentially how to “sell” JCI to new potential members and increase the engagement of existing members. It covers a wide range of topics, including effective recruitment techniques, building strong relationships with potential members, working on collaborative projects with partners, personal referrals, utilizing digital platforms for outreach and online awareness, and creating engaging membership experiences.

Through interactive sessions, practical exercises, and expert guidance, participants will learn how to effectively communicate the value and impact of JCI membership to potential recruits. They will gain insights into proven recruitment strategies, harness the power of storytelling to convey JCI's mission, and leverage the strength of their networks to attract like-minded individuals who share our vision of creating positive change.

Membership Feedback Surveys

Conduct regular and short surveys to gather member feedback and improve the organization's efficiency, and share the results to keep members informed.

Implementing Membership Feedback Surveys will serve as a valuable tool for gathering member feedback and enhancing the efficiency of the organization. By conducting regular surveys, JCI will collect insights on various aspects, including membership benefits, communication channels, program effectiveness, and overall satisfaction. Analyzing the survey results and taking actionable steps based on the feedback received will demonstrate JCI's commitment to continuously improving and meeting the needs of its members. Sharing the survey results transparently with the members not only keeps them informed but also fosters a sense of inclusivity and active involvement. By prioritizing member feedback through these surveys, JCI will strengthen its bond with members, boost engagement, and shape the organization to better serve its diverse community.

JCI Club 100 and Partnerships drive

Relaunch Club 100 and reach out to top business leaders within the organization for sponsorship opportunities that can be pumped back into member services, whilst supporting national organisations to achieve financial sustainability with local and national projects created with meaningful partnerships.

JCI Club 100 is a perfect way for business leaders, both from or outside JCI's network, to provide funding to JCI in exchange for global visibility and marketing for their companies and activities. JCI members who have been empowered by the leadership journey will also give back to the organization whilst increasing their own customer base. Larger corporate sponsorships, notably for flagship programs will also be promoted. National organizations will also be incentivized to support JCI through these programs. JCI will also encourage and empower national organizations to create and enhance their own corporate partnerships strategy that will help support sustainable projects through meaningful and long-term financial sponsorship. Dedicated workshops will be created to this effect, where best practices from local and national level will be shared to achieve financial sustainability.

A renewed JCI RISE Initiative

Use an expanded JCI RISE Initiative to encourage national and local organizations to create projects that are anchored in economic reality and highlight them during the RISE Virtual Summit.

Projects and community actions are the key for JCI members to develop their leadership skills whilst achieving sustainable impact. Since its launch in 2020, the JCI RISE Initiative has redefined JCI's way of running projects, using the JCI Action Framework to help rebuild lives and livelihoods after the COVID-19 pandemic. Now the world is facing other massive challenges such as conflict, climate change, and economic recession but the three pillars of RISE - Business Recovery, Workforce Motivation and Mental Health have proven to be great ways of showing adaptive resilience to these challenges. The RISE Initiative will be highlighted, encouraged and amplified in 2024 through a dedicated committee and another JCI RISE Virtual Summit during UN Global Goals Week to ensure great projects on the ground that can elevate the JCI brand and boost member engagement around the world.

Data-Driven Innovation

Main objective: Implement the necessary data-driven innovation and change to be the foremost global network of young leaders.



4

KEY
ACTION
POINTS
2024

Established Handover Protocol



Encourage National Organizations to establish proper handover protocols to ensure smooth transitions between leadership teams.

Encouraging National Organizations to establish proper handover protocols is crucial for ensuring smooth transitions between leadership teams within JCI. By emphasizing the importance of this process, JCI will promote continuity, effective knowledge transfer, and institutional memory within each national organization. It is essential to provide guidance and resources to support the development of comprehensive handover protocols that cover key responsibilities, documentation, communication channels, and timelines. Emphasizing the significance of a well-structured handover process will enable incoming leaders to seamlessly assume their roles, build upon past achievements, and drive the organization forward. By establishing a culture of thorough handovers, JCI will foster stability, efficient leadership transitions, and long-term success across all levels of the organization.

JCI Alumni Club



Offer JCI Alumni Association membership, and organize separate sessions and conferences for alumni members.

Embracing the principle of "Once a JCI member, Always a JCI member," JCI will offer an Alumni Association membership to former members, providing them with continued opportunities for engagement and growth. By establishing a dedicated platform for alumni, JCI will organize separate sessions and conferences tailored to their needs and interests. These events will facilitate networking, knowledge sharing, and collaboration among alumni members, fostering a sense of belonging and a continued connection to JCI's mission and values. By recognizing the valuable contributions of former members and offering ongoing support, JCI will nurture a lifelong relationship with its alumni, harnessing their expertise and experience to further strengthen the organization and inspire future generations of JCI members.

Sharing Best Practices



Arrange online sessions to share best practices led by EVPs and VPs, and promote knowledge sharing across National Organizations.

Online sessions to share best practices, led by JCI Board members assigned to each area, will be a valuable initiative to promote knowledge sharing across National Organizations within JCI. By leveraging the expertise and experiences of these key leaders, JCI will facilitate the exchange of innovative ideas, successful strategies, and effective approaches to common challenges. These online sessions will serve as platforms for interactive discussions, presentations, and case studies, providing valuable insights and practical guidance to members across the organization. By promoting a culture of knowledge sharing, JCI will foster collaboration, inspire continuous improvement, and empower its members with a diverse range of best practices that will drive positive change within their respective organizations.



Create 100% Efficiency Plan

Relaunch the 100% Efficiency Plan in 2024 and encourage participation from as many countries as possible so that JCI can support National Organizations in achieving success. Keep the plan simple, easily understandable and aligned with the 2024 Plan of Action and 2023-27 Strategic Plan.

Launching a 100% Efficiency Plan for 2024 will be a transformative initiative for JCI, aiming to maximize effectiveness and streamline operations across the organization. Encouraging participation from as many countries as possible will ensure a diverse range of perspectives and ideas are incorporated into the plan. To facilitate widespread engagement, it is crucial to keep the plan simple and easily understandable, ensuring that all members can grasp its objectives and contribute meaningfully. By focusing on key areas such as communication, decision-making processes, resource allocation, and project management, JCI will identify and implement improvements that enhance efficiency and drive impactful results. This efficiency plan will serve as a roadmap for JCI's continuous growth and success, fostering a culture of effectiveness and accountability throughout the organization.



Vision 2040 500,000 members

Inspire members with a vision of reaching 500,000 members by JCI's 125th anniversary, and communicate their contributions' importance and impact.

Unveiling the Vision 2040 - 500,000 Members will ignite a sense of purpose and inspire JCI members by setting an ambitious goal for JCI's 125th anniversary, which will be kickstarted by the 2023-27 Strategic Plan. By communicating the significance and profound impact of their individual contributions, JCI will create a collective vision that mobilizes members toward growth and expansion through their development as leaders. Sharing the roadmap towards this vision, highlighting the transformative power of JCI's work, and showcasing success stories of members' positive influence will foster a deep sense of motivation and unity. By instilling a belief in the achievable scale of JCI's impact and emphasizing the crucial role each member plays in its realization, JCI will rally its vibrant community to strive towards the common goal of reaching 500,000 members by 2040.

Create a Global Membership Database



Conduct a feasibility study to explore the possibility of creating a global membership database, whilst considering data privacy

A comprehensive feasibility study will be undertaken to assess the viability and potential challenges involved in establishing a global membership database. The study will meticulously examine the technical, financial, and logistical aspects of this endeavor, focusing on the scalability and integration of diverse data sources. Moreover, utmost importance will be given to data privacy and security measures, ensuring compliance with international regulations and best practices to protect the sensitive information of members across the globe. By analyzing the potential benefits and risks, the feasibility study aims to provide valuable insights that will guide decision-makers in determining the feasibility and the most effective approach to realizing a secure and efficient global membership database.

Optimization of the JCI Virtual Community (JVC)

Developing the JCI Virtual Community to be the number one tool for members as a source of information about the organization, events registrations and project sharing.

A strong emphasis will be placed on the finalization of the development of the JCI Virtual Community so that all the features are in place to be the number one tool that is used by new members on the ground to discover the international aspects of the organization. The JVC will be the reference point to register for events, share projects with other members from around the world, do business networking and matching, attend online skills development trainings and much more!

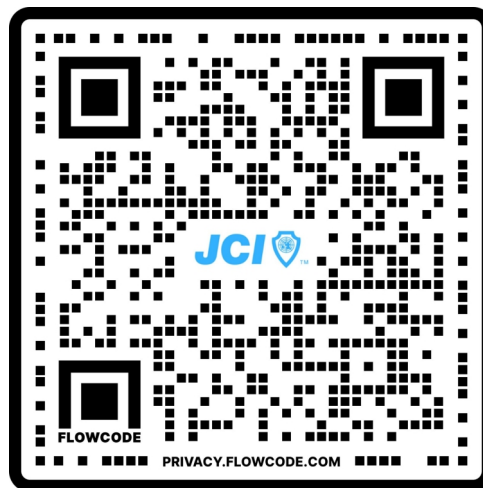


Kaveen Kumar Kumaravel

2024 Presidential Candidate

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