

Seeking The Golden Thread In AIESEC

By Wayne Visser

Is the concept of “organisational culture” familiar to you? Have you ever thought of how it may apply to AIESEC? Does AIESEC have an organizational culture? If it does, is it one which is desirable and effective? These are the types of questions that this article will be looking at.

But to begin with, what is “organisational culture”? Essentially it is a system of values and beliefs shared by the members of an association. At its best, it is a unifying power with the ability to motivate individuals in an organisation and provide them with a sense of mission or direction.

And so the big question is: Can this apply to AIESEC? Is there a set of values and beliefs which bind members of AIESEC together? Well we have an international vision, we have a set of stated values, we even have a national mission statement, but how many AIESEC members even know these?

Are these really the things which attract and retain AIESEC members? Or is it something else - like the hope that AIESEC will provide a head start in business, or that AIESEC promises opportunities to attend all expenses paid conferences all over the world, or that AIESEC is a place for party animals and booze ups? Think about it: What is the real AIESEC culture; the golden thread which links AIESECers world wide? High filuted ideologies are all very well, but they serve little purpose in reality. We need to recognise the things which really motivate individuals to be part of AIESEC.

Only then can we begin to build a culture in AIESEC which is both desirable and realistic.

I don't claim to have any answers. Rather, I'm hoping this article will make you think, and make you question for yourself! After all you are AIESEC!

Wayne Visser UCT

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