



# **2022 Talking Points**

## **JCI National Presidents**



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## CHAPTER 1: Elevator Pitch

We are a membership-driven global network of dedicated and enterprising young leaders, ages 18 to 40. Active in more than 5000 locations across nearly 115 countries, JCI takes its members on a leadership journey, providing an environment for them to develop their true potential through 4 types of actions - projects, events, trainings and programs - aligned with 4 areas of development opportunity. JCI gives members the practical experience to become Global Communicators, Entrepreneurs, Changemakers and Networkers. Our organization is developing the next generation of leaders in government, business and civil society.

DEVELOPING LEADERS FOR A CHANGING WORLD: JCI'S PRIORITIES AT A GLANCE



### I. Explaining JCI to future members and partners

JCI transforms passionate young people into capable and enterprising young leaders through **training**, **programs**, **projects** and **events**. These four actions will be a primary focus of World Headquarters messaging and efforts to strengthen the JCI brand, increase revenue and provide more value to the membership. Here's some language to help you promote these actions.

- **Training: encouraging individual development**
  - Get out of your comfort zone, take charge and earn the title of a **Global Communicator!** We focus on continuous personal improvement - being a better leader today than you were yesterday. Together with other JCI members, you'll gain skills beyond what you've learned in university or in

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your career, like self-confidence, entrepreneurship, resilience and cooperation, notably through our new Global Leadership Masterclasses.

- **Programs: fostering business and entrepreneurship**
  - Tap into your competitive side and enterprising spirit as a **Global Entrepreneur!** JCI programs are a chance to showcase what you've learned and take your leadership skills to the next level. With a variety of ways to get involved, there's something for everyone, including the opportunity to enhance your business through the Creative Young Entrepreneur program!
- **Projects: inspiring community impact**
  - Use your talents to take action and become **Global Changemakers!** JCI RISE projects that seek economic solutions to complex problems are a unique opportunity to challenge yourself, develop your skills and help shape the future using a proven methodology. JCI members help turn your ideas into reality through active participation to grow economies, businesses and societies.
- **Events: facilitating international collaboration**
  - Become a part of our global family and expand your skills as a **Global Networker!** JCI events are a chance to travel to new places, experience new concepts and become a better leader while meeting other enterprising young leaders making a difference all around the world.

## II. The Four Areas of Opportunity

By focusing on all Four Areas of Opportunity together, we create a more well-rounded leader who can effectively navigate a globalized world and create sustainable change on a local, national and international scale.

- **Individual development:** Focuses on personal growth, learning and improvement. Example: JCI Training ensures members continue to learn and grow as leaders and individuals.
- **Business and entrepreneurship:** Sustainable businesses, innovation, entrepreneurship. Example: JCI Programs like the Creative Young Entrepreneur Award open up new opportunities for business-minded members.
- **Community action:** Problem solving and contributing where we live and work. Example: JCI RISE Projects provide a chance for members to rebuild their economies and societies with projects anchored in economic reality such as rebuilding the tourism industry in a sustainable manner or stimulating education in robotics for young girls.

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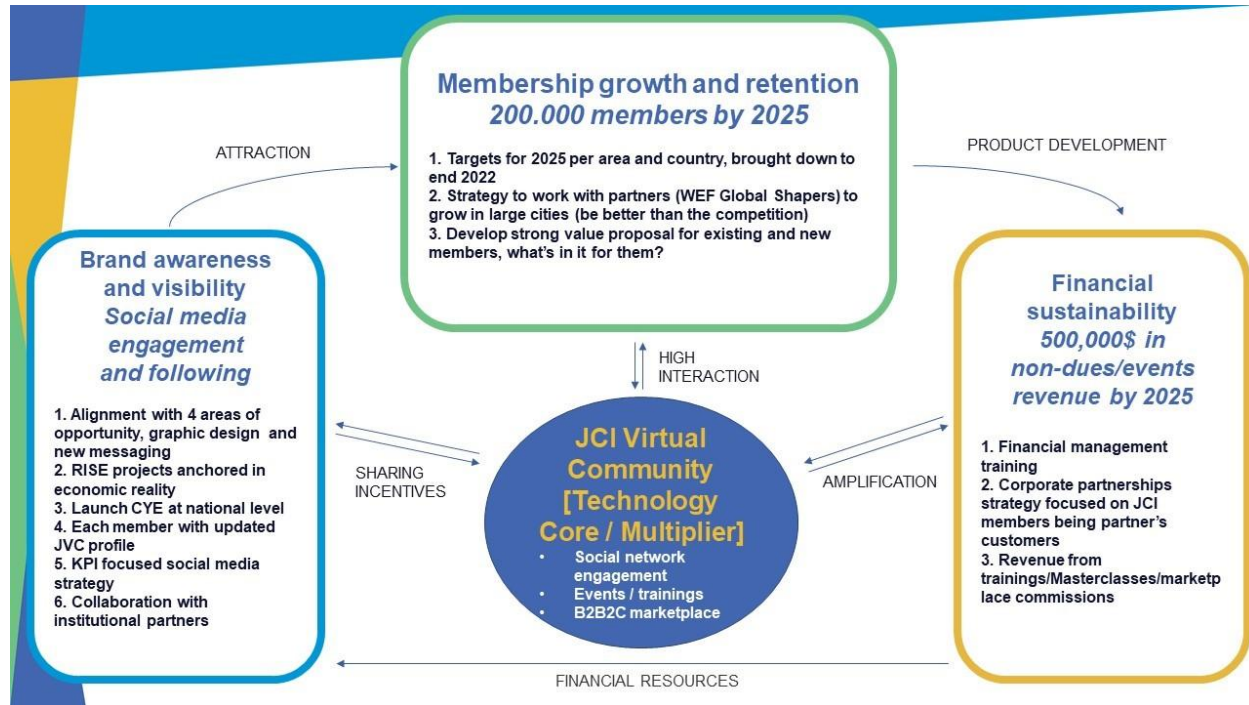
- **International cooperation:** Fostering connections between all people for a more integrated and interconnected world. Example: JCI Events bring members together from over 100 countries to meet, share ideas and develop their business and friendship networks.

### III. What JCI is and is not

- **It's not a charity, but** it does provide members with the opportunity and tools to make meaningful changes to the world around them through long-term projects that boost economic and societal growth.
- **It's not a school for professional trainers, but** it does enable members to make enormous personal and professional developments.
- **It's not a social club or business networking organization, but** being a member of JCI opens the door to countless opportunities for friendships and partnerships across hundreds of industries.

# CHAPTER 2: 2022 Talking Points and Key Performance Indicators (KPIs)

Our goal in 2022 is to take the achievements and momentum gained in 2020 and 2021 and continue to elevate JCI.



## I. Language to use when speaking to Internal Audiences

*Current members, inactive members, internal leadership (Local and National Boards of Directors), JCI Senators, JCI Alumni, JCI donors and former members.*

- **Major KPIs**

- **Brand Awareness and Visibility**

- Create a strong and consistent value proposition that will attract new members and partners and that will help build loyalty for existing ones.
- Increase social media engagement
- Align your local and national goals with the Four Areas of Opportunity, the updated Corporate Identity Guides and the brand messaging
- Launch Creative Young Entrepreneur at the National level

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- Ensure every member has an active JCI Virtual Community profile and engages with others around the world.
- Show JCI members their **duty to lead** their peers through the JCI RISE Initiative focusing on sustaining and rebuilding economies, motivating the workforce and preserving mental health.
- **Membership Growth and Retention**
  - JCI's membership goal is 200,000 members by 2025, up from 150,000 members at the end of 2021.
  - The target for the end of 2022 (membership declaration on 30 September) is 160,000 members, therefore 6.6% growth. Every national and local organization must help achieve this.
  - Create strong value propositions for new members. Ask yourself, “what is in it for them?” and treat your members both new and current like they are customers.
  - Develop a new global mindset around the personal responsibility of leaders.
  - Introduce members at all levels to high-value opportunities like Creative Young Entrepreneur, regional and international events and Global Leadership Masterclasses as well as international events.
- **Financial Sustainability**
  - Run your organization like a business. Your duty is to succeed, there is no freedom to fail - your members are counting on your continued success.
  - Engage with partners for win-win projects and initiatives and encourage members to do the same.
  - Seek corporate partners who can provide money to each one of your actions by giving them a win-win value proposal and highlighting the purchasing power of the JCI network to enhance their brand visibility and sales.
- **“Leading is Our Duty”**
  - 2022 JCI President Argenis Angulo’s theme is “Leading is Our Duty,” highlighting that while everyone has natural rights as humans, as enterprising young leaders, we have even greater responsibilities.
  - It is vital that JCI members understand their responsibilities as great leaders - to be ethical, conscientious

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- As embodied in JCI member and US President John F. Kennedy’s famous “Ask not what your country can do for you – ask what you can do for your country,” speech, as leaders you have the responsibility to step forward and make your contributions to JCI, your fellow JCI members and the world at large.
- **Guiding Members**
  - Through participation in local, national, regional and international activities, JCI members have the opportunity to share best practices and receive tools and resources, allowing them to become leaders in business, government and society.
  - Encourage members to engage with JCI programs.
  - Share the importance of the JCI RISE initiative and encourage every Local Organization to run their own RISE project.
  - Members should perform their duties with high efficiency, no matter their individual role.
  - Skilled and motivated members can enhance their personal development by following JCI’s Global Leadership Masterclasses and competing in the Creative Young Entrepreneur competition.
  - Members should be proud of their efforts and share widely their successes related to JCI on social media and in traditional news.
  - Celebrate your successes, but don’t shy away from failure. It is an opportunity to learn. As Thomas Edison said when he invented the light bulb, “I didn’t fail, I’ve just found 10,000 ways that won’t work.” Embrace this positive mindset, and stay curious!
- **JCI RISE Initiative**
  - Launched by President Itai Manyere in 2020 and carried forward by 2021 President Ryubun Kojima, the RISE initiative is our organization’s response to COVID-19, inspired by the actions of members around the globe. It will be a core focus of JCI’s global vision in 2022 under President Argenis Angulo.
    - The key focuses or pillars of the JCI RISE initiative are:  
***sustaining and rebuilding economies, empowering the workforce and preserving mental health as a pathway to success.***
  - We will continue this initiative to address the long-lasting effects of the global pandemic.



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- Each organization should try to complete at least one project related to RISE using the JCI Action Framework.
- A JCI RISE project is not a charity or humanitarian initiative - it is a solution using clear financial goals for economic growth and stability.

**JCI RISE**

**JCI RISE and the UN SDGs share a common goal:**  
**building a better future for everyone.**

**3 GOOD HEALTH AND WELL-BEING**  
Now more than ever, we must destigmatize talking about mental health and create comprehensive strategies to care for our emotional wellbeing. In a time of unprecedented isolation, we can find new ways to connect to our communities.

**Mental Health Awareness**

**1 NO POVERTY**  
**4 QUALITY EDUCATION**  
**8 DECENT WORK AND ECONOMIC GROWTH**

**Workforce Empowerment**  
It can be hard to stay engaged and motivated in an uncertain environment. But it's still important to do all we can to fight youth unemployment, encourage entrepreneurship and enable professional reskilling.

**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**  
**11 SUSTAINABLE CITIES AND COMMUNITIES**  
**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

**Business Recovery**  
When we work together to sustain and rebuild businesses and economies, we're impacting lives and livelihoods. It's time to look at the way we do business - time to rethink and adapt to make it more ethical and sustainable for the next generation.

**REBUILD | INVEST | SUSTAIN | EVOLVE**  
**#RISEWITHJCI**

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- **Communications and Our Global Network**
  - **The JCI Virtual Community (JVC):** To properly build and maintain the JCI network, it is imperative that members connect using the JCI Virtual Community, which launched in 2021. This is swiftly becoming a primary means of communication, and is the only place where virtual elements of Official JCI Events will take place.
    - All members must [register](#) to the JVC for the complete JCI experience.
    - Heavy use and posting of efforts and initiatives on the JCI Virtual Community to grow and develop the user base and resource pool available to members.
  - As National President, it is your responsibility to notify all members of your organization about important updates from JCI World Headquarters as soon as possible.
  - All members must subscribe to the JCI newsletter (<https://go.jci.cc/subscribe>), follow our social media channels (@jcileaders on Instagram, @jciwhq on Facebook and **JCI (Junior Chamber International)** on LinkedIn) and frequently check our official website for updates.
  
- **Embodying the JCI Brand**
  - Adhere strictly to the official JCI Corporate Identity Guidelines. Stronger design and brand cohesion amongst members at the local, national and international level will boost JCI's prominence and generate new opportunities for the organization and its members.
  - Every JCI member is a representative of our organization, whether they are at a JCI event or meeting or not.
  - It is important to make sure our actions are aligned with our Mission and Values at all times, even when we are not serving in an official capacity.
  - Speak about JCI often and with passion - this is the best way to sell JCI to potential members.
  - Always wear your JCI member lapel pin when possible.
  - Remember: Every action you take and the words you speak are a reflection of JCI, your fellow members and the thousands of members who came before you. Be the leaders others wish they could be!

## II. External Potential Members

*Use this language to speak to young people you think might want to join JCI.*

- **What We Do**

- JCI equips young people to become leaders with the tools and resources needed to become Global Communicators, Entrepreneurs, Changemakers and Networkers. Our values include promoting economic growth and responsible leadership.
- Anyone wishing to become a leader should join JCI. We can help them accomplish their goals and amplify their success.
- By measuring results and evaluating impact, JCI members transform challenges into opportunities for empowerment, development and sustainable solutions.
- JCI hosts incredible international events, provides engaging training and skills development and gives you the opportunity to grow through attending new programs and designing projects.

- **Join JCI**

- Develop marketable skills that will enhance your professional and personal lives by amplifying your talent and getting you out of your comfort zone.
- Be part of an organization with more than 100 years of history and a powerful influence in the development of young leaders.

## III. External Audiences

*Partners, potential partners and the media. Target audience is potential young leaders*

- **Who We Are**

- JCI provides deliberate, long-term leadership training and networking opportunities for people ages 18-40. We do this through events, programs, training and projects.
- We're focused on the holistic growth of our members around the four areas of opportunity: **individual development**, **business and entrepreneurship**, **community action** and **international collaboration**.
- You can find JCI members in 115 countries worldwide.

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- Our efforts are felt on a global scale through thousands of member projects, including JCI RISE, our flagship initiative to rebuild economies, empower workers and prioritize mental health in the wake of COVID-19.
- Reminder: If doing interviews with the media - make sure you know the historical basics of JCI. Often simple questions about the organization's history, at global but also at national level, will be asked during an interview.
- **Partnering with JCI**
  - We invest in our partnerships to create win-win relations, in order to benefit JCI first and foremost.
  - Partnerships must yield for JCI:
    - Brand awareness and visibility
    - Membership growth and retention
    - Financial sustainability
  - As global leaders, we all have rights, responsibilities and shared goals.
  - The JCI Action Framework is designed to address all types of community, government and business issues. The framework guides members through a process of assessing needs, formulating solutions and evaluating results to ensure sustainability.
  - On a local level, partnering with a JCI organization can increase your ability to address tomorrow's challenges facing businesses, governments and individuals.
  - Working with like- partners allows both organizations to effectively achieve mutual goals.