Quality vs quantity

LXI Online International Presidents' Meeting 11th of September 2020



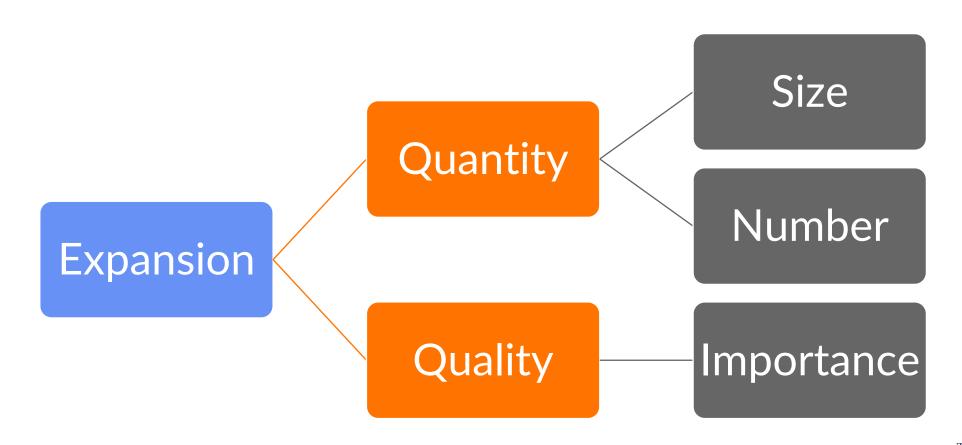
Expansion

"The increase of something in size, number of importance."

Cambridge Dictionary



So...

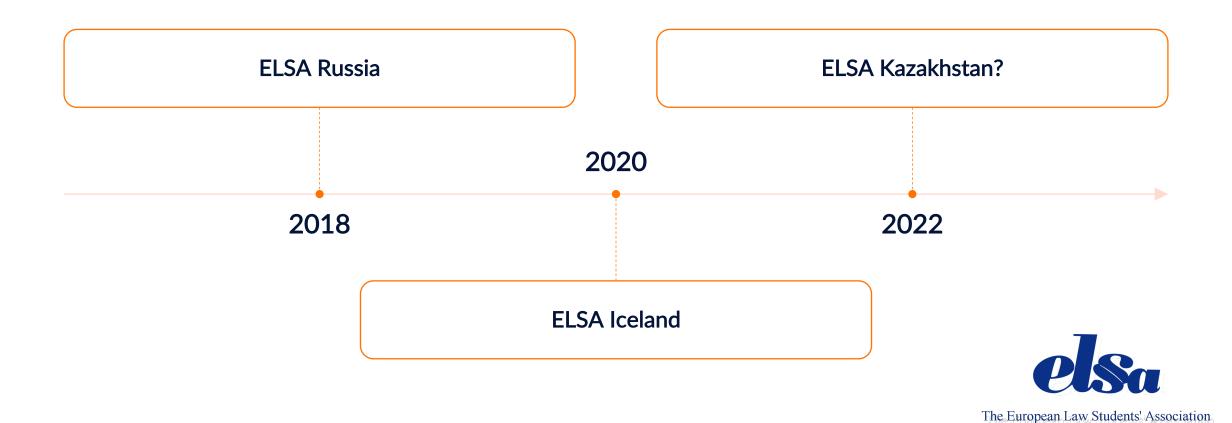




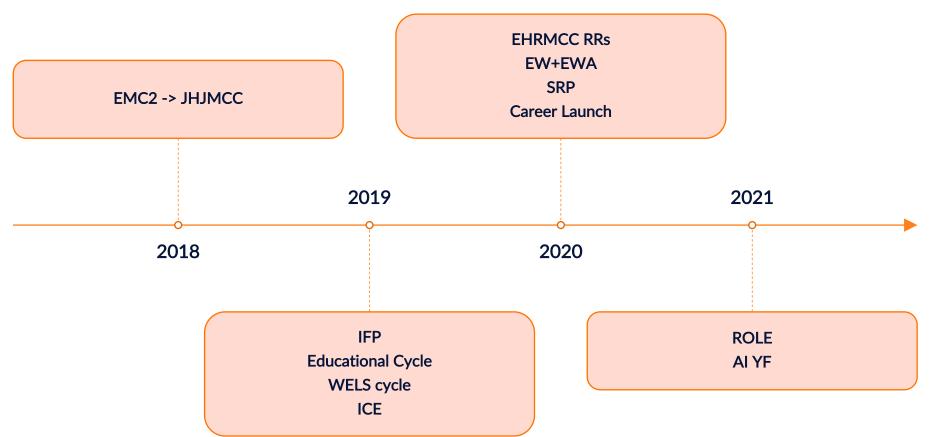
Numbers are not enough!



ELSA International



ELSA International





Exercise!



BCG Matrix

RELATIVE MARKET SHARE HIGH LOW HIGH MARKET GROWTH RATE **QUESTION** STARS **MARKS** LOW **CASH COWS** DOGS



Projects & initiatives

- STEP
- SRP
- Career Launch
- JHJMCC
- EHRMCC
- ILRG
- ELR

- ENC
- ELSA4Schools
- SELS/WELS
- ELSA Delegations
- EW/EWA
- ICE
- Synergy



Questions?

