



do more
feel better
live longer

Developing Internal Champions

Sue Gammons, GSK

PULSE Volunteer Partnership



Key details

- Full-time, 3 or 6 month assignments
- Up to 100 employees are selected per year
- Assignments can be international or local
- Requires specific professional skills or experience
- Competitive application process for employees and non-profit partners



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The PULSE mission

The PULSE Volunteer Partnership contributes to the GSK mission **to do more, feel better and live longer by acting as a catalyst for change.**

Change Communities

Using our professional skills to create positive, sustainable change for non-profit organisations and the communities they serve.

Change Yourself

Challenging employees to think differently about the world. Facilitating leadership development and personal growth.

Change GSK

Bringing fresh ideas and new energy back to GSK to activate change in step with global health needs.



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PULSE in numbers



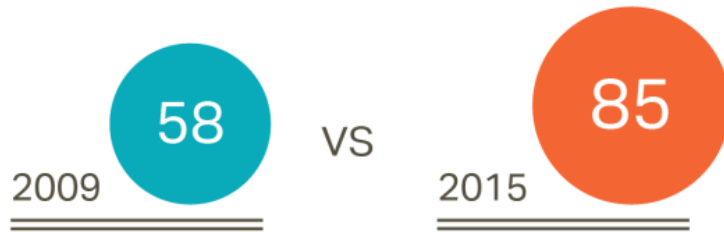
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Being Global

PULSE has enabled up to 100 volunteers to go on a PULSE assignment in the same year. See how our numbers have grown:

of PULSE volunteers going on assignment:



of countries PULSE volunteers come from:



In 2015, 57% of our PULSE volunteers come from countries outside of the US and the UK



L to R: Kareem (Saudi Arabia), Maxime (Belgium), Hyacinth (Nigeria), Chee-Yong (Singapore), Ann (US), Feriba (UK)

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PULSE Alumni are our greatest ambassadors!



Volunteer Awareness Week

- A week long event to raise awareness about volunteering
- When – ahead of our application cycle
- Who – PULSE alumni, plus CSR & HR colleagues around the world who have offered to help
- What – lunch time events, e.g. stand near the cafeteria, lunch n learn session
- Low effort & cost, huge return
- A great way to engage the alumni!

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Volunteer Ambassadors: Lessons Learnt



Volunteer Awareness Week

- Develop key materials centrally
- Email communication with a call to action
- Hold engagement briefings 4-6 weeks ahead (different time zones)
- Connect alumni together
- Work with Internal Communications team – global news story
- Global strategy, local implementation
- Collect metrics (provide templates)
- Sign people up to our Volunteering newsletter

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Local Hubs

- **What is it:** A PULSE office in a country/region that manages PULSE assignments for employee applicants from that country or region
- Established in Latin America, Japan, and India
- Met the growing need for assignments within these regions, including home assignments
- Simplified logistics and improved management of home assignments
- Enables these regions to strengthen their relationships with local non-profit partners in line with their CR strategy



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Local Hubs: Lessons Learnt

- Leverage the HR/CSR network to initiate/implement the Hub
- Local senior leaders as champions
- Hub members must be passionate for the *cause*, as they do this on top of their day job
- Communication in local language is key to success – work with internal communicators to develop translated materials
- Be prepared to flex the model as you learn what works in that region
- Be ready to provide more/less support as needed from the Hubs



Any questions?

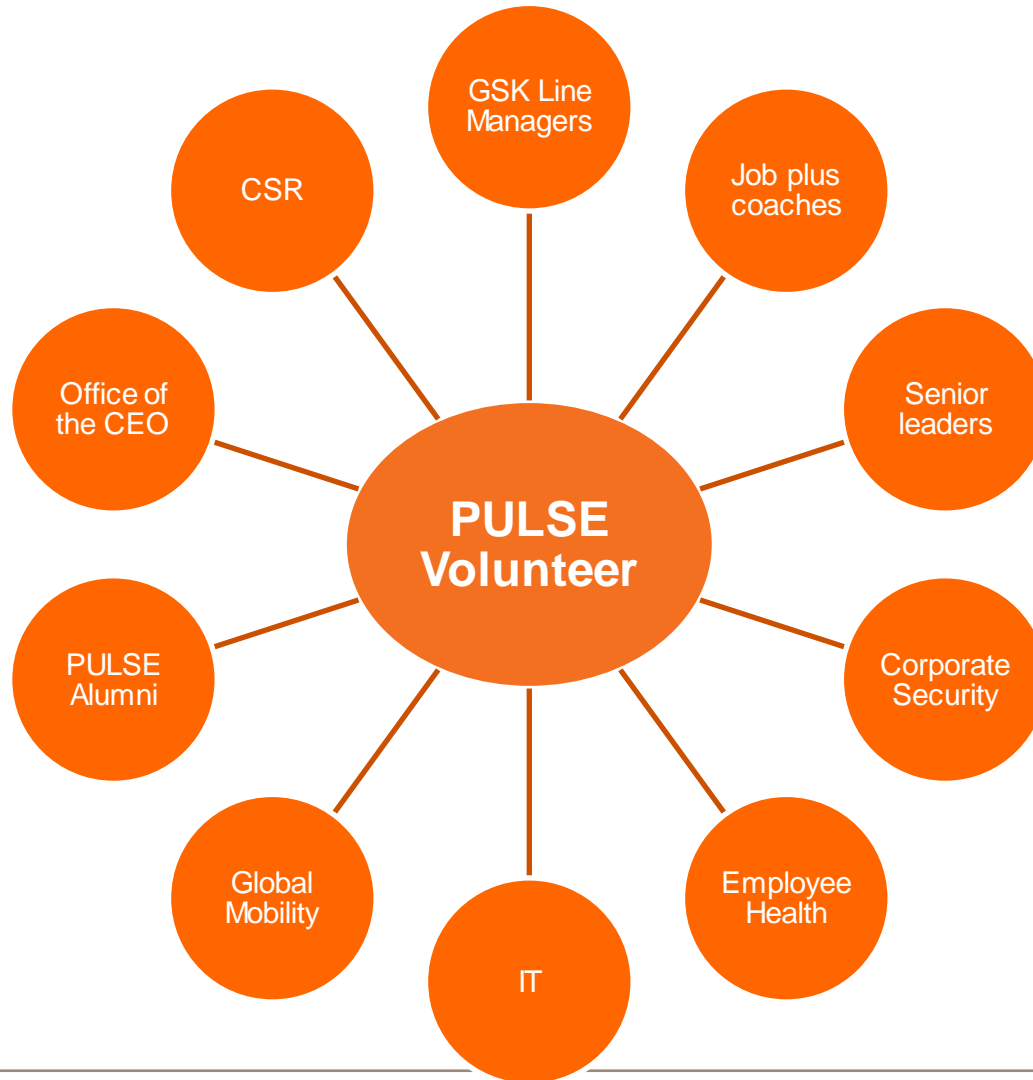
Further details:

<http://www.gsk.com/en-gb/responsibility/our-people/employee-volunteering/>

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Operational Stakeholders



We could not deliver the programme without exceptional cooperation and operational support from many depts.

This list is not comprehensive!