



do more  
feel better  
live longer

# Measuring Impact

Sue Gammons, GSK

# PULSE Volunteer Partnership



## Key details

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- 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



# PULSE Volunteer Partnership



## Participation Data



# PULSE Volunteer Partnership



## 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)

# PULSE Volunteer Partnership



## 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.



### Our impact on communities

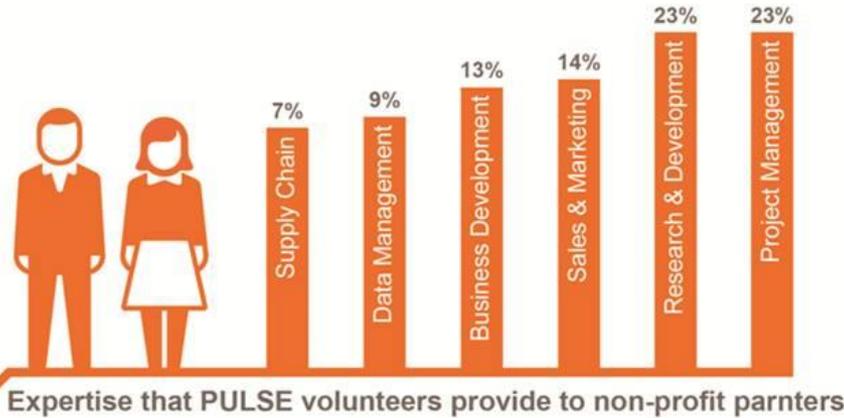
Why our partners request help:



- Lack of time amongst current staff
- Lack of relevant skills in the organisation
- Operational inefficiencies

£3.1m

In 2013, we donated over £3.1 million worth of skilled services to our non-profit partners



PULSE provides a unique opportunity for non-profit partners to benefit from the expertise of GSK employees

# The PULSE Impact

## Changing Communities



### How our partners benefit from PULSE:

Our volunteers provide strategic direction and skills that organisations may not have had the chance to develop



93%

Of non-profit partners agree that the PULSE volunteer delivered against their objectives

90%

Of non-profit partners agree that, as result of the PULSE volunteer, their organisation is doing something differently at the end of the assignment

98%

Of non-profit partners agree that the PULSE volunteer's contribution was having a desired impact 6 months even after their assignment



# The PULSE Impact

## Changing Employees

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**98%** of PULSE volunteers believe their PULSE assignment helped them to **develop their leadership skills**

**89%** of volunteers' line managers & team colleagues believe the PULSE experience helped them to **develop their creativity, teamwork and resilience**

*“PULSE is a life-changing experience for our employees who gain an enhanced understanding of the global environment in which we operate. This flagship program is evolving our company’s culture into one that is more open-minded, generous of spirit, and focused on individuals of all income levels throughout the world.”*

Claire Thomas, SVP, Human Resources



Martin Brandt, PULSE Volunteer at OGRA Foundation in Kisumu, Kenya

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# The PULSE Impact

## Changing GSK



**81%** of PULSE volunteers are **doing something differently** 6 months after returning to GSK, as a result of their PULSE assignment

**29%** of PULSE volunteers had a **job move within 12 months** of returning to GSK (compared with 15% of all GSK employees in the same countries)

*“PULSE volunteers not only come back full of energy, but also full of ideas and new concepts that can be deployed in GSK, especially in our Emerging Markets and Asia Pacific (EMAP) business. Some example ideas include innovative ways to make our medicines and vaccines more available and affordable to patients and ways to enhance even further the quality of our medicines and services.”*

Rogério Ribeiro, SVP, EMAP Management



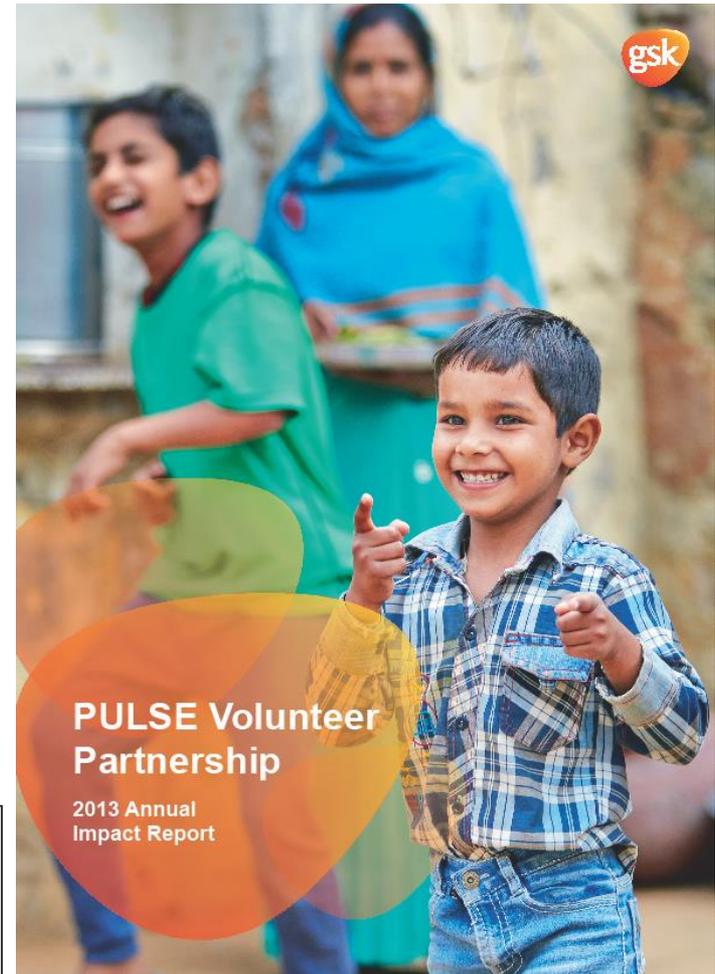
Lisa Kenyon, PULSE Volunteer at Amref Health Africa in Nairobi, Kenya

# The PULSE Impact

Telling Our Story of our Impact



Video



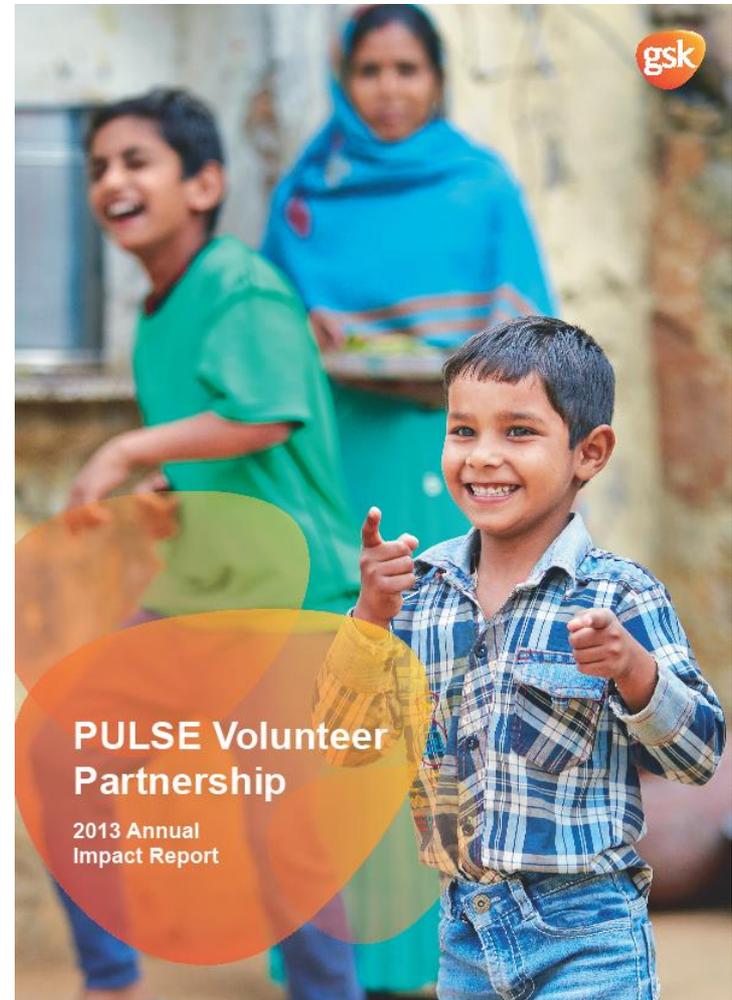
Annual Impact Report

# PULSE: Measuring Impact



## Lessons Learnt

- Not just what you can measure, but what is important for *your* programme
- What will you do with the data?
- Be focused: collect data that will help you to know if you are meeting your strategy or performance objectives
- Use a metrics dashboard
- Collect the same data year on year, to show progression (hopefully!) over time
- Consider how to communicate the data in an impactful way



# Any questions?

Further details:

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