



What is PULSE?

Launched in April 2009, PULSE is an initiative that **empowers employees** to make a **sustainable difference** for communities and patients in need. Employees are given an opportunity to use their professional skills and knowledge during a three or six month **immersion** experience within a non-profit or non-governmental organisation (PULSE Partner). Through this experience, volunteers address a clear Partner need whilst developing their own leadership capabilities.

PULSE Mission:

- **Build Trust:** Through PULSE, GSK aims to make a positive, sustainable difference for non-profit organizations and communities.
- **Strengthen Culture:** PULSE fosters a culture of simplification, creativity, ingenuity, proactivity and teamwork in the Partner organisation, and ultimately back at GSK.
- **Empower people:** PULSE supports leadership growth and development of GSK's employees.

PULSE Impact:

PULSE has empowered nearly 200 Volunteers from 26 countries working with 58 Partners in 39 countries

- ✦ In the launch year, 2009 PULSE successfully placed 58 Volunteers in 17 different countries working with 25 NGO Partners.
 - ✦ In 2010, 58 PULSE Volunteers worked in 22 countries with 31 NGO Partners.
 - ✦ In 2011, 81 volunteers from 18 countries working with 39 partners in 23 countries
- PULSE has a global footprint, with an increasing focus on developing countries.*

Impact at a glance:

- ✦ 85% of NGO Partner managers believe that the PULSE Volunteer's impact was sustainable.
- ✦ 80% of Volunteers are energized by their work back at GSK.
- ✦ GSK home teams said that PULSE Volunteers brought different external perspective and reinvigorated energy & morale back to GSK.

PULSE Partners:

Partners have acknowledged major accomplishments by PULSE Volunteers, in areas of:

- ✦ Improving healthcare systems
- ✦ Streamlining and improving business processes
- ✦ Improving communications, brand, & performing research
- ✦ Data analysis and developing strategic plans

PULSE Volunteers:

Volunteers return to GSK with new ideas, better leadership skills, and fresh external approaches, in areas such as:

- ✦ Focus on the Patient
- ✦ Building Trust
- ✦ Leadership & empowerment
- ✦ Simplification
- ✦ Inspiration and creativity
- ✦ Teamwork and Relationship Building

"There will be a real opportunity and a chance for those people who really feel they want to give something back to society to do that. It is a great chance for our company and the individual to add tremendous value which otherwise cannot be bought."
GSK CEO, Andrew Witty, December 11, 2008



"I am delighted to have an engaged manager who has transformed into an effective leader – a transformation so rapid and wide-ranging that even the best of training interventions may not be able to match!"

GSK Line Manager



"With PULSE on board, we delivered in 3 months what would have taken us 3 years."
PULSE Partner, Project HOPE UK