



Purpose & Values

Central Asia

Purpose & Values Ambassador

Central Asia



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Product manager C&C
KZ&KG

Activities in 2017

CHC Blog

Special CHC blog on MySanofi where each CHC team member can share opinion, experience & ideas how to implement our Values into everyday life

March-June

Project Launch for the team

- Understanding our Purpose & living our Values
- Team integration

Participants:
Marketing,
Sales Force

July

Courage task

- Competiton within the team to do what they never did before

Participants:
Marketing,
Sales Force

August

Respect & Teamwork workshops

- During summer cycle meeting

Participants:
Marketing,
Sales Force
from all regions

December

Teamwork & Integrity workshops

- During winter cycle meeting
- Integrating new comers

Participants:
Marketing,
Sales Force
from all regions

On MySanofi

- **“CHC blog: Purpose & Values” where all colleagues of our BU CHC can share their ideas and experience in applying Purpose & Values is constantly updated.**

July 12, 2017

Baile Belyayeva, trade marketing coordinator, Karaganda:



What difficulties do you face while implementing “teamwork” value?

My clients are located in different cities, mostly in North-South Kazakhstan. In this regard, the value of “teamwork” has a special meaning for me. This is a daily communication with medical representatives of the pharmacy (in the clinic, working on equal terms with an accurate discussion of tasks for the working day, with solving difficulties in the pharmacy or pharmacy chain. If there are several medical representatives in the city, this facilitates the work of the entire city team, by avoiding responsibilities. In the pharmacy network, very energetic, dynamic medical representatives work according to the nature, and in addition to visits to clients (we have many different projects, so the additional burden falls on them, to find a potential project or control compliance with the terms of the contract. All my work does not always depend on me personally.

How do you cope with the described difficulties?

Difficulties, if they arise, are temporary and resolved in the specified time intervals, if it is known that the outcome depends on the medical representative. Tasks whose results are measurable. Each member of our team is familiar with a specific goal on its territory and everyone knows what is expected of each of us. If an urgent task arises, then the main thing is to discuss it, so that everyone can understand how important it is in priority. Communication, focused on solutions, mutual responsibility, feedback - all this allows to solve difficulties.

What value of the four (teamwork, respect, integrity, courage) do you consider the most important in your work?

The most difficult question from the previous. All listed values are important. I stay on Respect: no matter who is in front of me, the client or medical representative, I treat all people, not robots. The theme of respect is a massive, complex, delicate one. A sense of respect must find expression in deeds. For example, when we are late for a meeting that is very important, every member of the team must understand how important it is for everyone. Nothing can be done without mutual respect in the team. I appreciate each one of them, and they think the same way. A healthy discipline built on respect makes our team stronger and better!

Anara Kaliyeva, medical representative, Astana:



What difficulties do you face while implementing “teamwork” value?

Teamwork is an important link in the daily activities of medical representatives. Only a cohesive healthy team can achieve high results. Astana team does not experience any special difficulties. There are sometimes force majeure circumstances, but we easily solve them.

How do you cope with the described difficulties?

The difficulties that arise make us even richer, bolder, and even more motivated to succeed! One of the main priorities of our team is working with competitors. In our chat room, “CHC Leaders”, we exchange information every day about the actions, motivations of our competitors. 2 times a month we hold meetings, where we share the current working moments and disseminate the “secrets” of each competitor. Where we need to strengthen, what to pay more attention to, how can we not give away, but rather increase efficiency. This is our teamwork! We all work as one. We have one goal, one task!

What value of the four (teamwork, respect, integrity, courage) do you consider the most important in your work?

Personality. I hold of the four values - Courage. Yes, indeed, working day by day, we feel ourselves as a part of something, part of a big family. Sometimes you have to share, take responsibility, because this will determine the success of the company as a whole. We must be resilient and courageous to go further, develop ourselves and motivate our colleagues to grow and develop. Finally, only the bravest conquer the seas!

Umū Nurzhanova, senior medical representative, Alkobe:



What difficulties do you face while implementing “teamwork” value?

In teamwork, it is very important that every employee - a member of a large team - performs his functions in good faith and responsibly. Taking into account that each of us makes a personal contribution to the common business, which leads us to achieve a common goal - the implementation of the sales plan, we can be compared with the good mechanism, if the function of one screw is violated - the entire mechanism fails.

How do you cope with the described difficulties?

I believe that teamwork, combined with professional competence, helps to cope with various difficulties in our daily work.

What value of the four (teamwork, respect, integrity, courage) do you consider the most important in your work?

All four values are unquestionably of great importance to me. I would like to highlight Respect. No wonder they say: “Respect is the first commandment of human society.” Only respecting ourselves, our colleagues, our clients, we will create a favorable atmosphere for fruitful cooperation and comfortable working process, which minimizes the risk of various difficulties.

I’m inspired of Purpose & Values project, it is a first time for me to be involved in such kind activities.

The theme of respect is a massive, complex, delicate one. A sense of respect must find expression in deeds.

I was inspired the most by the colleagues' examples of overcoming the fear and developing the courage in themselves for Courage task.

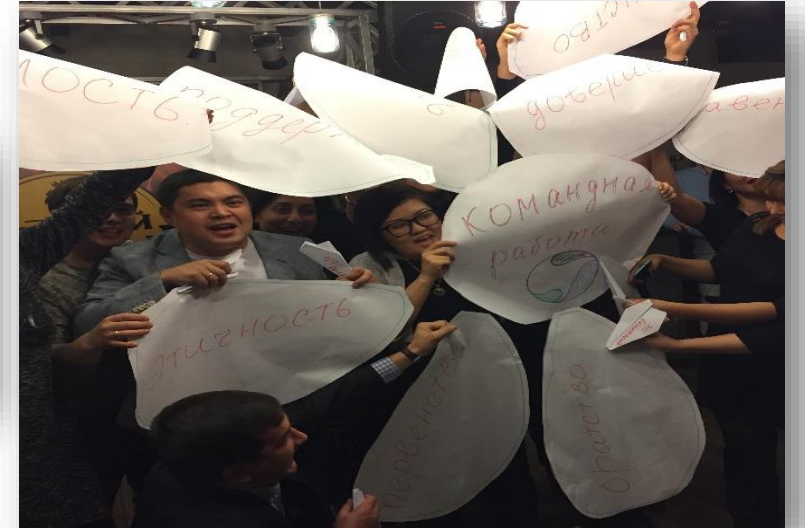
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Project Activation

Spring 2017

- **March 2017 – pre-launch event with HR**

- **Objective:** to present new project to the team.
- **Outcome:** each team member demonstrated personal understanding of values.



- **July 2017 – project launch**

- **Objective:** to define the color for each value with the team, sharing experience, present interview with clients.
- **Outcome:** defined colors for future activities (red, green, sky blue, orange).



- **Interview with HCPs & Pharmacists**

- **Objective:**

- To understand what our main clients (HCPs & Pharmacists) think about our values
- How they use it in their everyday routine
- What is important for them in terms of values
- How much our values are connected for them

Our Sales Force members are collaborating with Physicians & Pharmacists every day, that's why it is important to know what they feel, what they think about our core value.



Courage task

July-August 2017

- **Special “Courage Task” for team-members from Kazakhstan and Kyrgyzstan**
 - **Objective:** to live our values through private life, to do what we never did before.
 - **Outcome:** enthusiastic spirit across KZ&KG, 100% involvement, prizes for winners.



Winners



Courage task

1st place was given to the team from Bishkek (Kyrgyzstan) – three medical representatives step over the fear and made a fascinating flight on a paraplane.



Respect & Teamwork

Summer cycle meeting



Workshop Puzzle

- **Idea:** Each team had to paint their part of puzzle, then paintings were united. CHC team got one beautiful picture of four SANOFI Values in the colors identified previously.
- **Objective:** to demonstrate Teamwork value through painting common picture and Respect not to disturb team members during painting.
- **Outcome:** one common pic from all teams, fun & teamwork.

Teamwork

Summer cycle meeting

Yarn Workshop

- **Idea:** Everyone received crochet and gathered together making a circle. The task was to throw crochet to the person who was opposite to you, keeping the part of each crochet on your hand.
- **Objective:** to demonstrate Teamwork value, how it is important to believe to your colleagues, to bring your own value to the project and what they can we can achieve after a good teamwork.
- **Outcome:** teamwork, integration new comers, a lot of fun, building relationships between regions.



Summer Cycle Meeting

August 2017, Kazakhstan & Kyrgyzstan

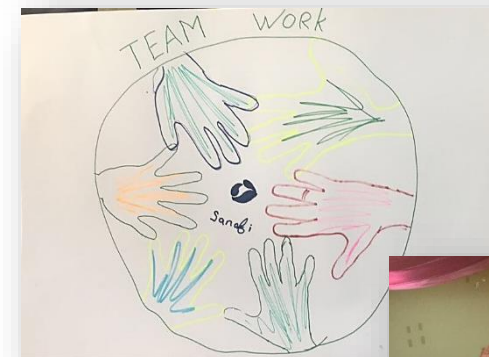
We have distributed special notebooks and water bottles to all team members



Integrating all values in Uzbekistan

August 2017, Uzbekistan

- **Workshop #1 Describe what is value for you**
- **Objective:** to present & understand values.
- **Outcome:** discussion all values within the team, better understanding of purpose & values.
- **Workshop #2 How our values will help you to improve the work?**
- **Objective:** to go deeply into different project and understand how they can integrate each value.
- **Outcome:** the workshop helped to find out new innovative business ideas and unusual work solutions.



Workshop with closed eyes

Winter cycle meeting

- **Workshop “Colorblind” with closed eyes**
 - **Idea:** to find missing figures with closed eyes, only through the means of communication with others helped to demonstrate all four values.
 - **Objective:** to let the team feel how it is important not to forget about key values even with closed eyes.
 - **The workshop helped us to understand:**
 - We have to Respect each other while they are speaking and listen.
 - Communicate your ideas in a proper manner.
 - to make personal contribution and not to give up, even when task seems to be impossible.
 - To organize a team work to find a better solutions.



Memorable photos

Winter cycle meeting

- Special stands for each value: Red for **Courage**, Orange for **Teamwork**, Blue for **Integrity**, Green for **Respect**.
- Employees demonstrated what is value for them.
- Distribution of memorable photo frames.



Activation plan 2018

CHC Blog

Interviewing people across CA on CHC special blog with stories about activating our purpose and living our values which ends in a positive business impact.

Full year

Courage & Teamwork:

- To organize special “active days” for the team in KZ every month.
- Active days for CA on a quarterly basis.

Participants:
Marketing, SF, CHC supported functions.

Spring

Teamwork & Respect:

- Workshops to unite marketing teams of CA during marketing forum.
- To organize special competition for SF.
- Integrating new comers into the project.

Summer

Integrity & Respect workshops:

- Special project before the cycle meeting.
- Results on summer cycle meeting in CA.

Participants:
Marketing, SF, supported functions.

Winter

Teamwork & Integrity workshops:

- Buddy project for Marketing & SF.
- Sum up during winter cycle meeting across CA.

Participants:
Marketing, SF, supported functions.



THANK YOU

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