



Indonesia CHC Purpose & Values

Cascade

And

Bring PV alive

Bring Purpose & Values alive in CHC Indonesia



Objective:

Bring the CHC Purpose and Values alive within organization and across functional team.

Purpose and Value communication plan across organization.

Phase 1

**Communication to
CHC team**

Cascade to N-1 and Head
Office Team
May 2017

Phase 2

**Engage the PV with
work Plan**

Cascade to N-1 / N-2
Cross Functional Team
July 2017

Phase 3

**Empower the
leader to drive**

N2 cascade to N3 across
the archipelago
July-Aug 2017

Phase 1 – Communication to CHC team



Mini-workshop : What is CHC PV ? N-1 and Head office team *May 2017*

- Understand the Purpose and Values and how to bring it alive
- How to gain the positive value and translate it into our business
- How to drive the behavior change and live the values

Design Phase-2 Plan

- How to bring it alive
- PV and Growth Plan





Phase 2 – Engage N1-N2 and Cross Functional Team



**Bring it alive and make it relevant to our daily activities
N1-N2 and Cross Functional Team *July, 2017***

- Support the CHC team through the organizational changes
- Engage the cross functional team to embrace the values
- Create channel communication with the CHC leader to discuss current challenges at work
- Live the PV spirit and translate it into our growth plan
- ***Have fun!!***

Key Team

- Marketing Team
- Sales Team
- Trade Marketing
- Mkt & Sales support
- SFE
- Finance BP
- Supply Chain BP
- Medical &Regulatory
- HR BP
- Total 36 pax



CHC Team and Cross Functional Team



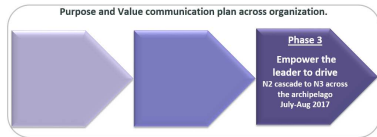
Live Broadcast Q&A with Stephane Jacqmin



Working session – PV Spirit & Growth plan



Having Fun – Mural Painting Activity



Phase 3 – Empower the leaders to drive the change



Group discussion – Every sales unit across nation (N2- N3) July - August, 2017

- Empower the N2 to drive the PV across the organization up to N3
- Translate the growth plan up to every sales district
- Keep and continuous support all CHC team to go through the change
- Reinforce our Purpose and Values and engage new team members

Empowering the Sales Leader

- 9 x cascades across sales office in area
- Involved 9 managers and 58 sales reps
- Within 8 weeks



CHC Regional West Team



CHC Regional West Team



CHC Regional East Team



CHC Regional East Team



INDONESIA CHC TEAM



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Purpose and Value activation

New P&V cascaded
in July 2017

Live the value
And
Activate it
H2 2017

Turn it become the
habit
2018 onwards

Recognizing the team that has **COURAGE** and **TEAMWORK** to achieve more and perform better.
Monthly regular internal recognition



The team member has the **COURAGE** to do more in order to perform while serve the consumer a healthier and fuller lives



Lactacyd and Dulcolax awarded SOCIAL MEDIA award 2017

Be the great performing Brand in Social Media

October 2017



Our brands have been recognized by the society being the brands that performing. This enable us better to serve consumer a healthier and fuller lives

SANOFI Empowering Life

Awards for Lactacyd & Dulcolax Indonesia

Entering third quarter 2017, Lactacyd and Dulcolax got prestigious awards which brought the proudest of Sanofi Company.

Lactacyd & Dulcolax Indonesia got **Great Performing Brand in Social Media**. Social Media Award gives recognition to companies or brands that have a good share of sentiment and share of voice in social media. This award was held by **MARKETING** magazine and **MediaWave**, the leading marketing magazine and consultant in Indonesia. Social Media Award was based on conversation in social media in Indonesia in the last three months. This conversation data was obtained using Social Media Monitoring Platform from **MediaWave**. **MediaWave** monitors consumer conversations on social media including social network sites (Facebook & Twitter), blogs, new, videos and forums. It is measured by **Earned Media Share by Sentiment (EMSS Index)**, which is influenced by the presentation of positive, neutral and negative mentions for the brand in each category (Total POSITIVE mentions in the category + Total NEUTRAL mentions in the category - Total NEGATIVE mentions in the category).

The awarding day was held in 31 October 2017. This is the appreciation of Lactacyd & Dulcolax Brand and especially for Marketing team which gave all the support to build brand awareness with high quality product for Indonesia consumer.

With this award, Lactacyd and Dulcolax strengthen its position in respective category (for Feminine Wash and Digestive Health product) in Indonesia. **This award winning support Sanofi's Brand always lives and breath our value to serves Indonesian Consumers a healthier and fuller life.**

Dulcolax **Lactacyd**

Congrats!

Social Media Award

TO SERVE HEALTHIER, FULLER LIVES



A day in market – experiencing with the customer, be with them
4th Dec 2017



We RESPECT the customer and their partnership with us work together to serve the consumer a healthier and fuller lives



2 days in the market (5th-6th Dec 2017) – understand the customer and consumer needs and improve our brand’s visibility and make them easier be accessed and be the preferred choice of consumers



We RESPECT the customer and their partnership with us, we have COURAGE to act and work together to serve the consumer a healthier and fuller lives



2 days National Conference – review our purpose & value of Courage, Respect, Teamwork, and Integrity



We reinforced the team understanding and implementation of our VALUEs In order to be able to ACT and serve the consumer a healthier and fuller lives



Winning Choices – internal T2T workshop 22th-23rd Feb 2018



We demonstrated the value of COURAGE
To decide where we want to grow
And demonstrated the value of RESPECT



&

TEAMWORK

By inviting different opinion be discussed in order to drive the business and serve the consumer a healthier and fuller lives



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The Ambassador – keep it alive !



P&V Calendar 2018

To live the values, each month we will consistently communicate 2 values as engagement theme



	J	F	M	A	M	J	J	A	S	O	N	D	Total	
Courage	NCC 2018	Winning Choices Workshop	1. Activity riding on Sanofi Int'l Women's Week 2. Courage Star		1. Ramadhan Season activities. 2. Courage breakfasting drink.		Courage Activity		Courage Activity		Courage Activity		7	
Respect				1. Activity riding on Customer Day. 2. Respect Cookies		1. Lebaran Festive activities. 2. Respect breakfasting cookies	Respect Activity			Respect Activity		Respect Activity	7	
Integrity				1. Activity riding on Customer Day. 2. Integrity Cookies	1. Riding on Ramadhan Season. 2. Integrity breakfasting drink			Integrity Activity			Integrity Activity	Integrity Activity		7
Team work				1. Activity riding on Sanofi Int'l Women's Week 2. Teamwork Star			1. Lebaran Festive activities. 2. Teamwork breakfasting cookies		Teamwork Activity	Teamwork Activity			Teamwork Activity	7

*) Detail activities in H2 will be determined later



THANK YOU