







# PURPOSE AND VALUES SHARING CHC Philippines



# The Philippines Purpose and Value Journey



 <b>Culture Embed Workshop</b>	 <b>CHC Star</b> People Recognition	 <b>CHC Open House</b>	 <b>PEDIA Partnership</b> CHC + Pasteur	 <b>Unlocking the Pharmacy</b> CHC + GSF Fieldwork	 <b>Mancom CHC Servant Leadership</b> Team Building
--	---	---	---	--	---



 <b>CHC Shout Out</b> E-Newsletter	 <b>DARE TO RISK</b> Fund	 <b>MidYear Conference</b> CHC + GSFs	 <b>Fair Share Fridays</b> Cross- Functional Collaboration	 <b>Power-Up Kick-Off Conference</b>
--	---	---	--	---

We started with cascading the Purpose and Values in March



Culture Embed Workshop





# Purpose and Values were cascaded up to our PSRs



# We know that building a Culture is a **journey**

*Each of the CHC Mancom was asked to suggest and sponsor 2 projects*



CHC Culture Project	Description
<i>Open House</i>	Introduction of new CHC products to office based employees of One Sanofi to promote awareness of brands and entice product purchase and recommendation
<i>Dare to Risk Fund</i>	Operations fund to encourage creativity and risk-taking behaviors in view of thinking of 'out-of-the-box' projects to enhance business
<i>CHC Shout-Out</i>	Monthly e-newsletter to showcase One CHC events, sales performance, achievements, product news and culture/values stories
<i>CHC Stars</i>	Online based recognition of little life successes and good CHC behaviors/showcase of values amongst One CHC/Sanofi employees (any great behavior gets given a 'virtual' star sent via email; most person given CHC stars get recognized at end year)
<i>FairShare Fridays</i>	Marketing-led meetings bi-monthly Fridays to discuss and share ways of working, addressing operational concerns of the week that entails showcasing CHC values
<i>Shine Moments</i>	CHC Activity (which can be per zone, per team, random groups) where we recognize the achievements and little/big successes of the team through informal means (ie. coffee chat/ donut breaks, via team meeting..)
<i>CHC Pedia Projects</i>	Collaborative exploratory project with Pasteur regarding pediatric promotions
<i>CHC Take-Me-There</i>	CHC collaborative fieldwork activity with GSF (global support functions) in order to make them appreciate what happens in-trade and what consumers think of our products



# CHC Shout Out: e-newsletter



A monthly e-newsletter to showcase ONE CHC events, sales performance, product news, and culture/values stories



## CONTENT

**PERFORMANCE UPDATE**

**Sustaining Leadership for Antidiarrheal Market**

By: Steph Sy



**CULTURE CHRONICLES**

**PH CHC: building a culture together to serve healthier, fuller lives**

By: Gerrard Paez



**PRODUCT NEWS**

**#24HOURS NONSTOP ODOR PROTECTION**  
\*With Regular Use

**SHINE MOMENTS**

**My 'not-so-secret' Secret to Success: Making the CHC Purpose and Values Come to Life**

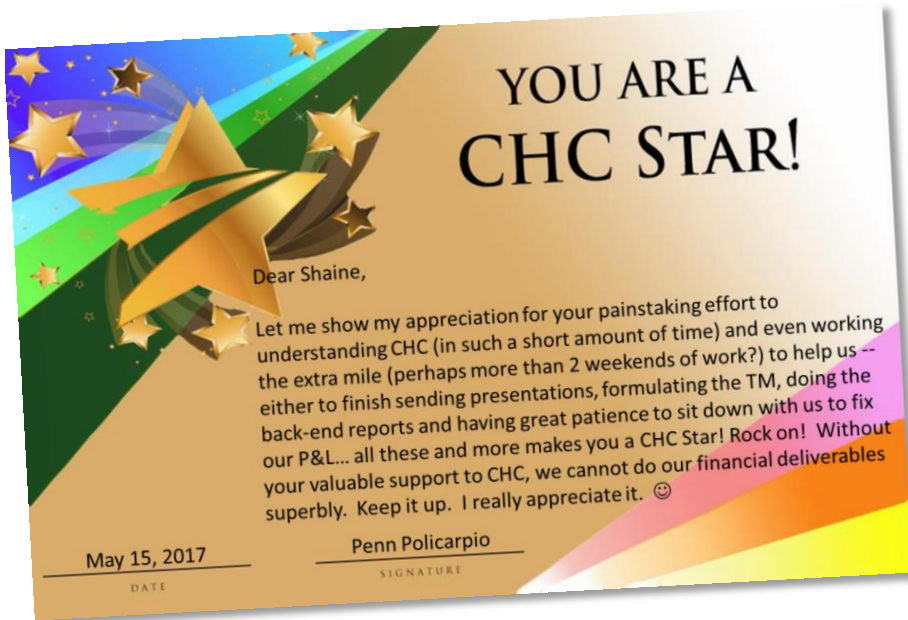
By: Rosemabelle Santiago



# CHC STAR Awards



A simple recognition program where a virtual STAR is awarded to any individual within or outside CHC who helped achieve a project or simply made working (and life in general) a happier place for ONE CHC.



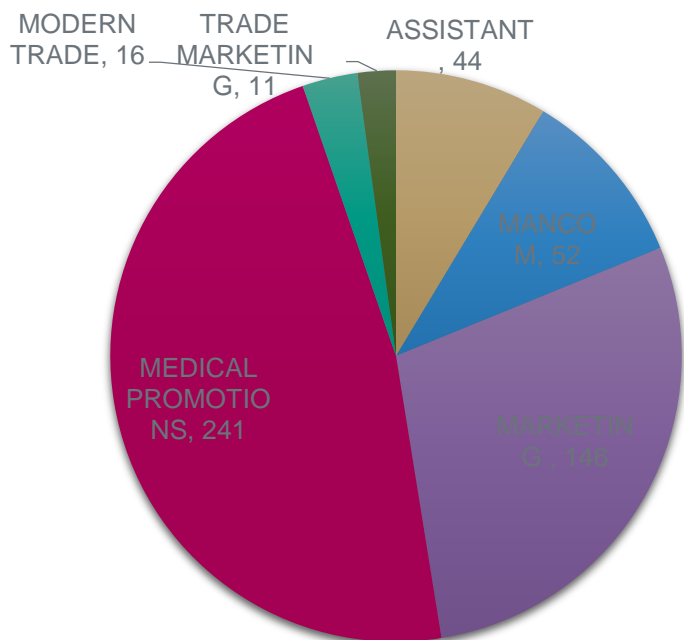
## 656 CHC STARS

have been given out  
since the  
program launched in

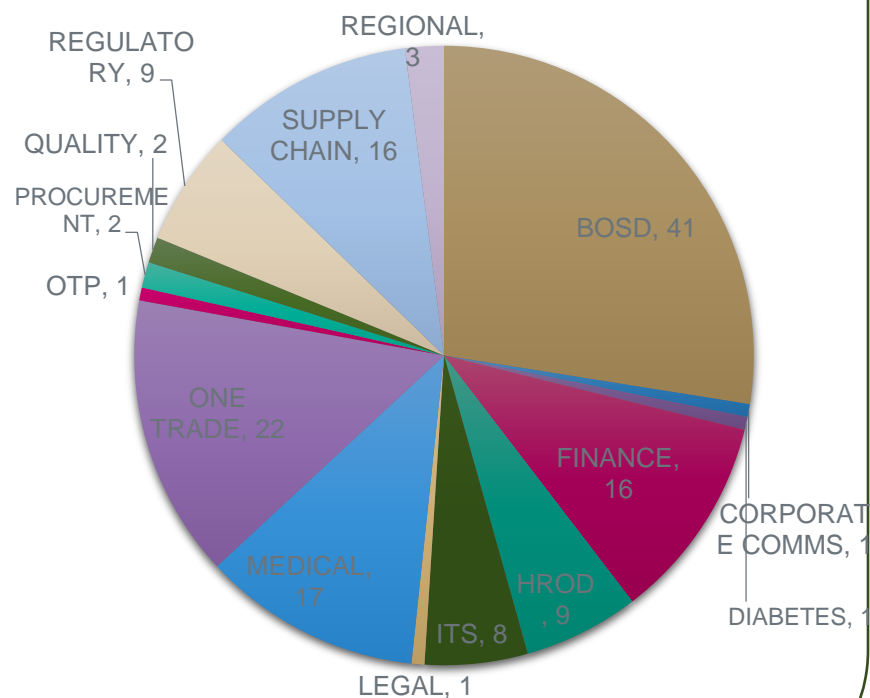
## MAY 2017

# 656 CHC STARs given as of 30 November

## 510 CHC STARs were given within CHC PH



## 146 CHC STARs were given to GSFs







# CHC Dare to Risk Fund



DARE TO  
RISK Fund

This initiative aims to gather project ideas that are creative and innovative, going beyond the status quo to achieve extra mile in our business targets.

**Dare to Risk Fund** was awarded to **5** project proponents.

## Selection Criteria



### 50% Business Impact:

- Project Ideas should show measurable business impact and return of investment (ROI) with qualitative and quantitative incremental contribution to the business.

### 30% Riskiness, Innovation & Creativity:

- Entries should be NEW and BEYOND what's currently being done by the business.

### 20% Excellence in Execution:

- The project should be implementable in Sem2 of 2017.
- Should show a clear plan how the project can be implemented.

*NOTE: Projects should outweigh the risks both from qualitative and quantitative perspectives.*

**DARE  
TO  
RISK  
FUND**



# CHC & Pasteur Pedia Partnership



PEDIA  
Partnership  
CHC + Pasteur

Organized a Sanofi-initiated PEDIA Summit together with Sanofi Pasteur for all Sanofi Pedia brands.



Lactacyd Baby

MUCOSOLVAN

Dengvaxia





# CHC Unlocking the Pharmacy



**CHC Unlocking  
the Pharmacy**  
CHC + GSF  
Fieldwork

CHC collaborative fieldwork activity with GSF (Global Support Functions) in order to make them appreciate what happens in-trade and what consumers and spot opportunities that we can do for our brands



## TASK 1 | Hunt for your needs...



IMPLICATION / INSIGHT	ACTION POINT
We are not top of mind brand for productive cough & cough in general	Pharmacist Detailing should be consistent and frequent ( <b>QUANTITY</b> )
We lack communication in terms of benefits	Content of the Pharmacist Training should be very clear and the key messages and benefits should be highlighted ( <b>QUALITY</b> )



# CHC Friday Fair Share

---



**Fairshare  
Fridays**  
Cross- Functional  
Collaboration

CHC's way to engage with all the support functions in informal and productive dialogues. The main purpose is to strengthen cross-functional collaboration across the organization by giving the CHC and functional support teams a fair share to contribute ideas, suggestions and give feedback.



Thank God It's  
**Fair Share Friday!**



# Living the One CHC Culture



Commitment Exercise



Fellowship Night

Team Building



# Living the One CHC Culture

## Mid-Year Conference Teambuilding Activity



- **Cooking Paella ala CHC.** CHC teams were divided into groups and were assigned roles to practice **TEAMWORK** as well as their kitchen prowess.

*“...Even if we are not the best cook, we can produce something good if we work together to achieve a certain goal. Similarly for our team, if we leverage on each other’s strength, we can triumph over the challenges that come our way and achieve our business objectives.”*

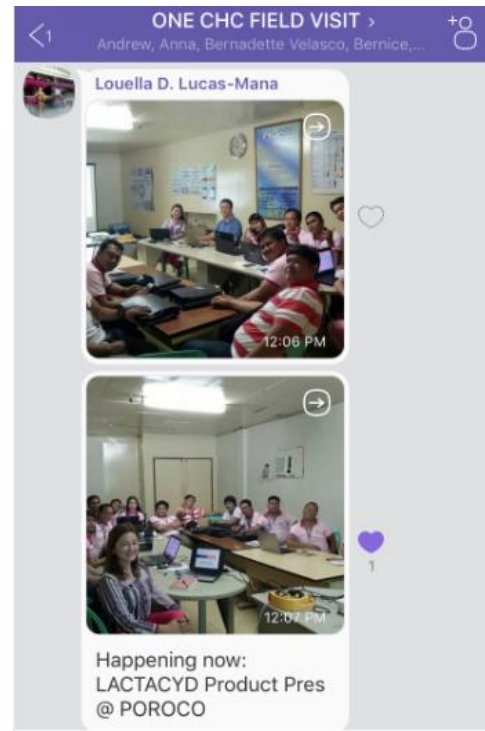
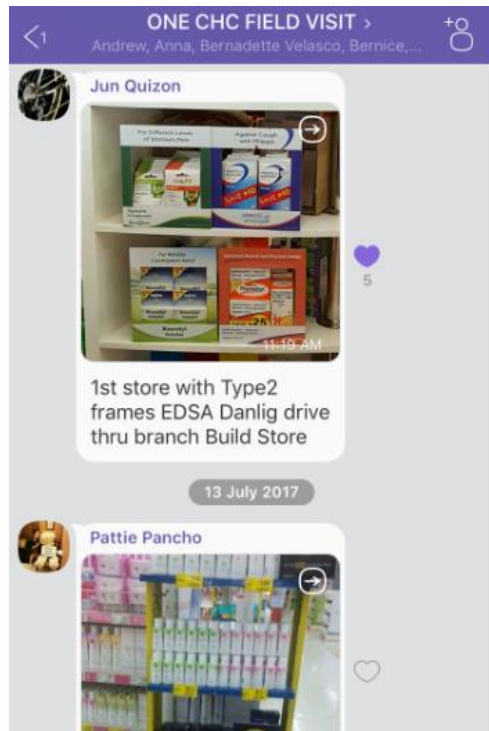


# Living the One CHC Culture



## CHC Field Visits

- All CHC Team Members go on fieldwork at least (2) two days of each month to check our executions and competitive activities.
- Findings from the field visits are shared real-time in a Viber group where the team openly discusses and aligns on suggestions/ next steps.





# Living the One CHC Culture



## Quality of Life Roadshows

- We want our Purpose to be known NOT only internally but also by our key stakeholders.
- We started communicating our purpose even during CME activities for our HCP partners know that this is what SANOFI CHC stands for.





# Living the One CHC Culture

## CHC Mancom – Servant Leadership Team Building (Jan 2018)



### **Our MANIFESTO:**

***“We will be a more cohesive and pro-active leadership team, focused on providing directions, willing to challenge each other, openly giving and receiving feedback, creating a safe environment for supporting open dialog around all issues of concern and leveraging each of our strengths and weaknesses. We will coach our direct reports and peers to build their capabilities, support the process of life-long learning and conscious continuous improvement and will look out for the welfare of each other.”***



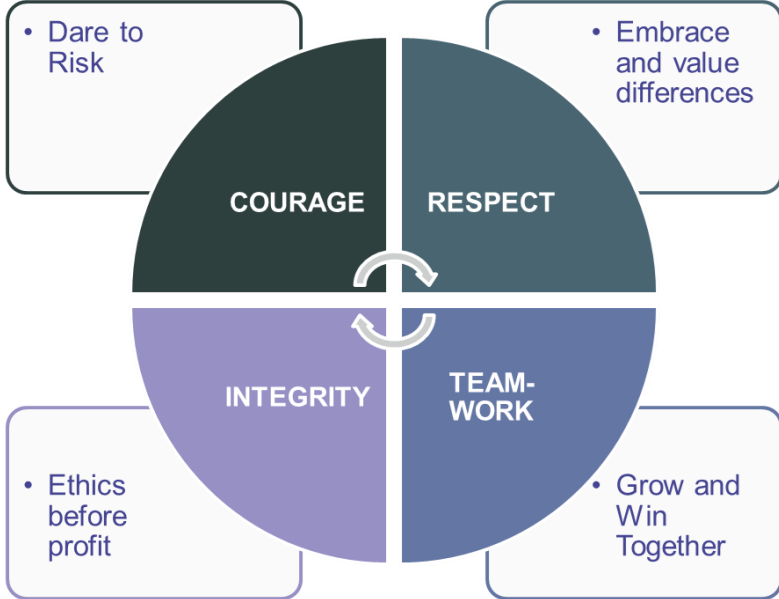
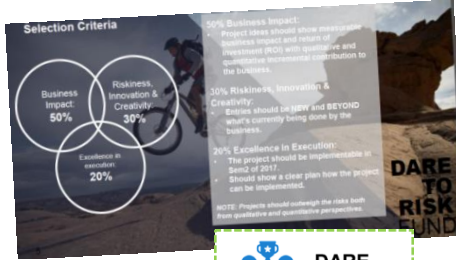
In summary, in the past year since we cascaded the values...



Teambuilding Activity



# ON CULTURE



**Have Fun!**



CME Roadshow





# Learnings on Building a Culture

---

- ✓ **It is a journey that takes time and involves every one in the organization.**
  - ✓ It needs to come from top management but also needs to blossom from bottoms up.
  - ✓ **Walking the talk** is very important to keep the purpose and values alive. Consistency is key.
- ✓ **It helps to engage all key stakeholders (Internal and External)**
  - ✓ One CHC culture is being **lived not just within the CHC teams** but with GSFs and One Sanofi teams as well.
- ✓ **Tracking culture progression is key**
  - ✓ Monthly meetings on culture as well as e-newsletters can help to keep the organization informed and the sustainability of projects going

Thank You

