

***‘It’s all well and good showcasing a diverse campaign with people featuring from various backgrounds, but when employees in their respective offices don’t mirror the campaigns, it seems like it was all for nothing.’***

*Paige Bernard, ERIC community member*



THE NEVER END

Who's **telling the story?**  
**The *individual* or the *brand*?**



**Purpose**

*Why are we doing this?*

**Insight**

*The gathering of information  
to find commonality*

**Emotion**

*What's the spark that  
bonds?*

**Creative**

*Bringing to life a proposition*

**Relevant**

*Tailor messages & content  
to different audiences*

**Human**

*What is the impact? No BS.*



# **AWARENESS, VULNERABILITY, EMPATHY AND COMPASSION.**

Four qualities that are critical for business leaders to care for people in crisis and set the stage for recovery.\*

**...AND TO ENGAGE GEN Z.**

# THE GEN Z DIGITAL 'JOURNEY'



Be Innovative.  
Be Progressive.  
Be Challenged.  
Join Vodafone Designates

Apply

"In my opinion, Vodafone offers more opportunities than other companies. It's a challenge that requires dedication and commitment and promotes accordingly – whatever your gender. That's the Vodafone way."

Play video

Take charge of your career

# FIGHTING TO IMPROVE THE WORLD'S HEALTH

Here at Novartis, we're working hard to battle diseases that threaten the health of people around the globe.

Find out more about our work. >>

Step inside a world of wonderment

JOIN VODAFONE IN MAKING RETURNING TO WORK EASIER

RECONNECT International Women's Day

"In my first week, I helped create a strategic presentation to the board."

Wendy, Senior Manager, Operational Planning

Expect challenge. Join Vodafone Designates

# MEET THE VETERANS YOU'LL SERVE WITH

Veterans like you are already making a difference at Novartis. Find out more about their journeys here and the contributions they're making to our company – and to the world.

BRIAN K. MCLENDON	SHANNON VIRGADAMO	JERRY NADEAU	RYAN DEMASTUS



Thinking different.