The background of the entire image is a photograph of a woman with dark hair, wearing a grey cardigan over a white top and a gold necklace. She is looking upwards and to the right with a slight smile. Other people are partially visible in the foreground and background, suggesting a meeting or collaborative work environment.

Nurture Diversity, Equity and Inclusion in your organisation

Raise awareness. Foster
connectivity. Let your
employees know you
care.



Employee wellbeing is mission critical today.

The ongoing pandemic and social unrest are taking a toll on the health and wellbeing of your employees.

Organisations are searching for innovative ways to engage and support their employees through their DEI initiatives during such tumultuous times.

VP GO equips your employees with various resources and fun challenges to create healthy habits and build empathy, strengthening your organisational culture.

It's holistic. It's digital. And it's personalised.
The best part? It can be rolled out in just days!

VP GO helps organisations build an inclusive and diverse culture. It combines daily wellbeing content, gamification and personalisation in a highly- engaging platform delivering an irresistible employee experience.

Inspiring Daily Content

A wealth of wellbeing content equips your employees with the support they need to reach their wellbeing goals and extend your diversity and inclusion efforts.

Examples of DEI Content:

▪ Bias Awareness Healthy Habit Tracking

"Did you take note of your unconscious bias today?"

Support successful behaviour change by triggering members to make meaningful daily changes in their lifestyle.

▪ Daily Micro-Learning

"Did you take time to learn about a new culture today?"

Personalised daily cards based on members' selected interests, including embracing diversity. The cards take a micro-learning and small steps approach to cue healthy actions.

▪ New Foods Healthy Habit Challenge

"Did you try new foods from a culture that's different than your own?"

Peer to Peer challenges to drive improved habits across all aspects of wellbeing.

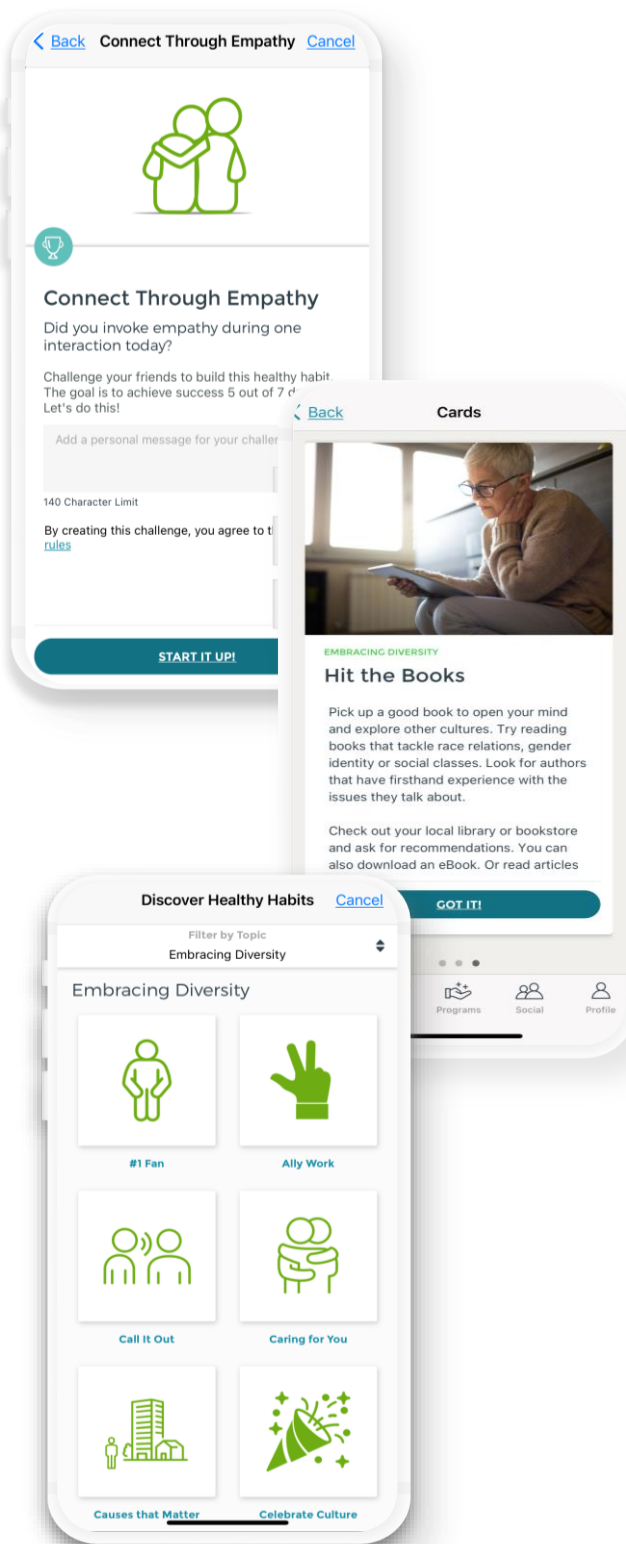
▪ Digital Coaching Journey

"Stretch Yourself"

Healthy Habit Goal: Did you learn something today that will help you be an antiracist?

Time to Build the Habit: 10 days"

Each Journey breaks a key behaviour or a larger goal into smaller achievable steps, helping members improve their health literacy and form new habits as they go.





Truly Global Platform

Our Destination Challenges, available in 21 languages, are designed to inspire curiosity and learn about different cultures and places around the country, region and world. Destination Go Challenge is a nine-week event that brings together teams from around the world.



Health Assessment

An integrated health assessment offers personalised health tips and pre-post comparisons. Plus employees can keep track of their progress. Because what gets measured, gets done.



Social Chats & Groups

Create connections. Boost collaboration. And cultivate a culture of recognition, with a bunch of fun social features including team chats, mini challenges and *Shoutouts*. Perfect addition to your employee resource groups!



Patrick Brickey

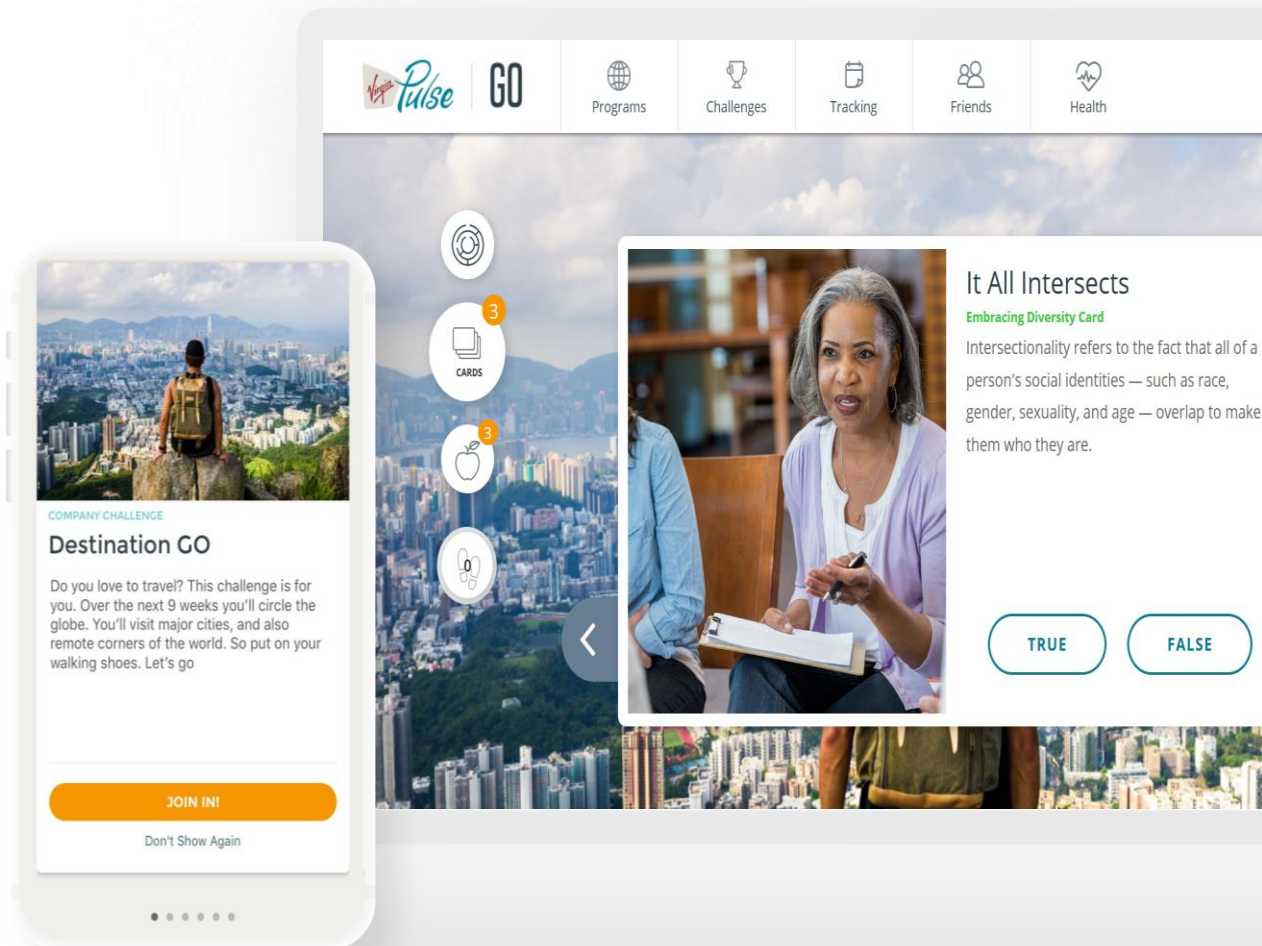
Recognised by Nathan Wante for One Team One Dream on August 25, 2020 at 9:33 AM

Patrick goes above and beyond for everyone. He is always willing to help and take on new challenges. He drops what he does to help others and is a very valuable teammate.



Reporting & Analytics

Get data-driven with the ability to measure the impact and outcomes of your programme and strategy.



Why partner with Virgin Pulse?

With over 17 years experience, Virgin Pulse offers the most comprehensive digital health, wellbeing and engagement solution.

Irresistible employee experience + meaningful results

80%

of members track daily behaviours

91%

of members are more aware of their organisation's commitment to health and wellbeing

97%

of members increased their ability to cope with stress



Industry-leading daily engagement

Purpose-built to engage members daily and cultivate healthy habits, it's no wonder Virgin Pulse has the industry's highest engagement. Through AI technology and machine learning, we deliver a truly personalised experience, empowering and motivating each employee to create their own path to health and wellbeing success.



Complete admin support

Time poor? No problem. We take the admin burden off your shoulders with our dedicated client success team. Benefit from an effective suite of multi-channel communication tools that'll help create excitement and intrigue, drive enrolment and ongoing engagement - all what your wellbeing strategy deserves.



Science backed and proven

Through constant innovation, we're trail-blazing our way through the employee health and wellbeing space - helping transform organisations all around the world. Our technology is developed in conjunction with the world's leading researchers on behaviour change, employee engagement, occupational health and lifestyle medicine. So we can deliver the best possible experience and results - for both you and your employees.



Insights and analytics

It's one thing to get your wellbeing programme off the ground running. But what about showing off your success? Get rich reports with measurable outcomes. And demonstrable proof of the value and impact of your investment in your workforce. You'll gain a baseline understanding of the health profile of your people and marvel at the changes that occur overtime.



Seriously fun fanatics

It's time to lift the LOLs. Boost that banter. And cultivate a great company culture. Getting there means getting a platform that embraces a seriously fun and irresistible employee experience. One that focuses on not only creating healthier employees, but also happier employees who feel more connected to their colleagues and their company. And with a wealth of social features, you'll be pleasantly surprised at what Virgin Pulse can do for you.



Data security & privacy

Data security and privacy are of paramount importance to the members and organisations we serve. We maintain a strong data privacy foundation with continued investment to protect our clients and members' security, including GDPR compliance, APEC CBPR compliance, ISO 27001:2013 Certification, SOC2, HIPAA, TRUSTe Privacy Seal.

Unparalleled global experience

Connect your teams globally. And unite your workforce. With our International presence and expertise, we ensure that no matter where your employees are located, they get the same life-changing experience.

Virgin Pulse has invested **\$20M+ in global expansion** over the last 3 years

10

Locations
around the
world

190

Members in
190 countries
and territories

21

Languages
supported



CHANGING LIVES *And* BUSINESSES FOR GOOD

Ready to take to take your diversity, equity and inclusion initiatives to the next level?

Talk to an expert at Virgin Pulse to get started.

Learn more at virginpulse.com Find us on [facebook](#) | [twitter](#) | [linkedin](#)