

DRIVE Campaign

D – Diversity

R – Responsibility

I – Integrity

V – Voice-of-Customer

E – End Results

Short Narratives & Impact Bullets

DIVERSITY is a balanced variety of representation from myriad demographics and psychographics—and the resulting inputs, viewpoints, and stances. We leave judgment at the door, embrace our differences, and engage in tough conversations to build consensus.

- Workplace – A robust range of experiences and viewpoints contribute to a more vibrant culture, encouraging freer flow of creativity.
- Stakeholders – We become better listeners and offer stronger, more innovative business solutions.
- Data & Technology – Open-minded approaches drive the quality of our data.

RESPONSIBILITY is ownership and accountability. We make decisions with confidence, knowing we've done due diligence in considering optimal actions and outcomes for our projects, partners, and patients. We accept the consequences of our decisions as our own.

- Workplace – We learn and grow together, celebrating our victories and learning from our mistakes.
- Stakeholders – We are reliable, trustworthy, and decisive. We deliver the highest quality products and services.
- Data & Technology – Our accountability is reflected in the quality of data and security of our systems.

INTEGRITY is honesty, trustworthiness, transparency, and practicing strong moral and ethical principles—especially in the face of adversity. We stand up for what's right, treat others with respect, and bring our full selves to the mission every day.

- Workplace – In a culture of mutual respect, we value people as much as profits.
- Stakeholders – Our ability to work collaboratively and transparently across teams ensures trustworthy relationships.
- Data & Technology – We honor the data and create systems that drive quality assurance.

VOICE OF CUSTOMER is a customer-first approach. We achieve continuous improvement by listening to feedback, showing sensitivity and responding with agility to market and customer needs. We make the customer the hero of their story.

- Workplace – We are laser-focused on our customers' success. Their needs are our needs. Our strategy reflects a deep commitment to their goals.

- Stakeholders – We are advocates. We engage in consistent, sensitive communication and are responsive and flexible to the needs of different parties.
- Data & Technology – Customer feedback guides us toward higher-quality insights, products, and services.

END RESULTS are the final outcome and deliverables, as well as the impact our work has on society. We achieve success not only as quantified, but as qualified—by providing meaningful value and insights and delivering on our commitments as promised.

- Workplace – Through our work, each one of us brings positive change to the world—potentially as near as our own friends and families.
- Stakeholders – Our life sciences partners, providers, and medical societies succeed in their business missions and continue to find enduring value in our services.
- Data & Technology – Quality of care and life are continuously improved in novel ways.

Email

Subject: Introducing ██████ Values: DRIVE

Dear Staff:

What drives you? Where do you get your determination, motivation, and energy? What does “drive” mean to you?

These are questions the ██████ leadership team has been asking as we reassess our organizational values.

As in any growing organization, it’s a healthy endeavor to periodically reassess our journey, taking stock of where we’ve been and where we are now, and mapping out where we want to go next. But *how* do we get there?

Our ██████ Values act as our compass, guiding us as we forge our course through the steep curves and bumpy roads of the business landscape.

We chose “DRIVE” to symbolize this journey. Every ██████ employee drives processes, actions, reactions. We are in control—we set the pace and steer a clear path to the finish line. DRIVE defines our internal purpose and is the galvanizing force that will help ground ██████ in a shared corporate culture.

DRIVE is:

- Diversity
- Responsibility
- Integrity
- Voice of Customer
- End Results

As illustrated in [this infographic](#), each DRIVE pillar defines the way we conduct ourselves. In turn, our actions have palpable impacts on the workplace, our stakeholders, and our data and technology.

I invite each of you to [read my blog post](#) for more information, and you are always welcome to approach me with any questions.

Sincerely,

██████████

SVP, People & Culture

Infographic

Design theme: A journey (road trip)

Design elements:

- The main element is a windy road that starts at the top and goes to the bottom. The 5 DRIVE pillars are described along the way—perhaps on road signs
- Secondary elements: A north star. A compass. A map. A few cars.
- It's not a smooth road – there are some steep curves, bumps, potholes...

Headline: ██████████: DRIVE

Intro text: ██████████—Diversity, Responsibility, Integrity, Voice of Customer and End Results—guide us as we forge our course through the business landscape.

[[See 5 values and their descriptions](#) for each sign]

At [REDACTED], We DRIVE.

Our core values—Diversity, Responsibility, Integrity, Voice-of-Customer, and End-Results—guide our journey toward helping to advance the quality of care and quality of life for patients.

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is a customer-first approach. We are constantly growing by listening to feedback, showing sensitivity, and responding with agility to market and customer needs. We make the customer the hero of their story.



END RESULTS

are the final deliverables as well as the impact our work ultimately has on society. We achieve success not only as quantified, but as qualified—by providing meaningful insights on care and therapeutics that help us deliver on a commitment to advance patient outcomes.

