

About this document

The purpose of this document is to explain the background, context and development of the Places project at GSK.

The audience of this document is:



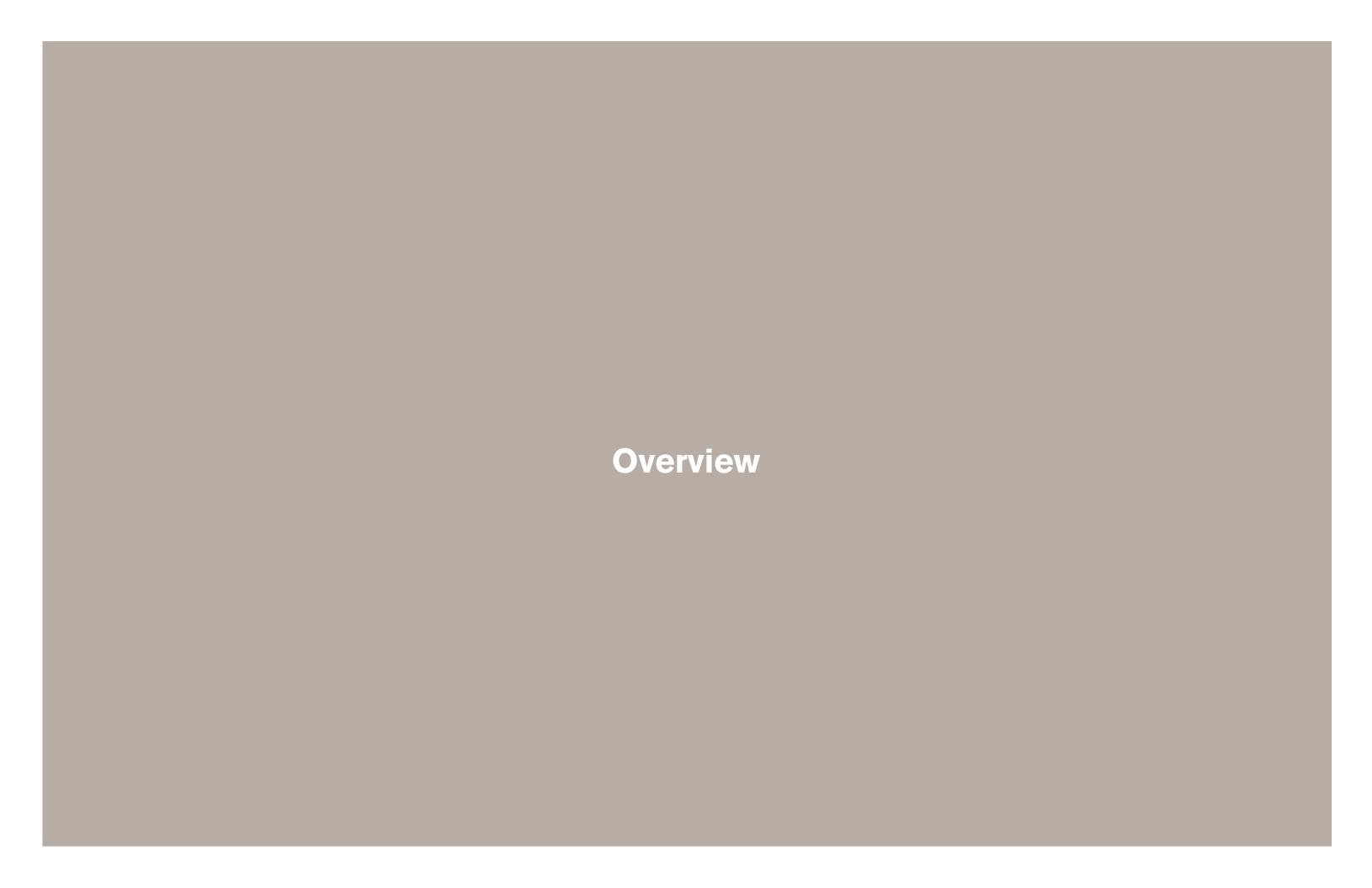
GSKFor GSK people from R&D and beyond.



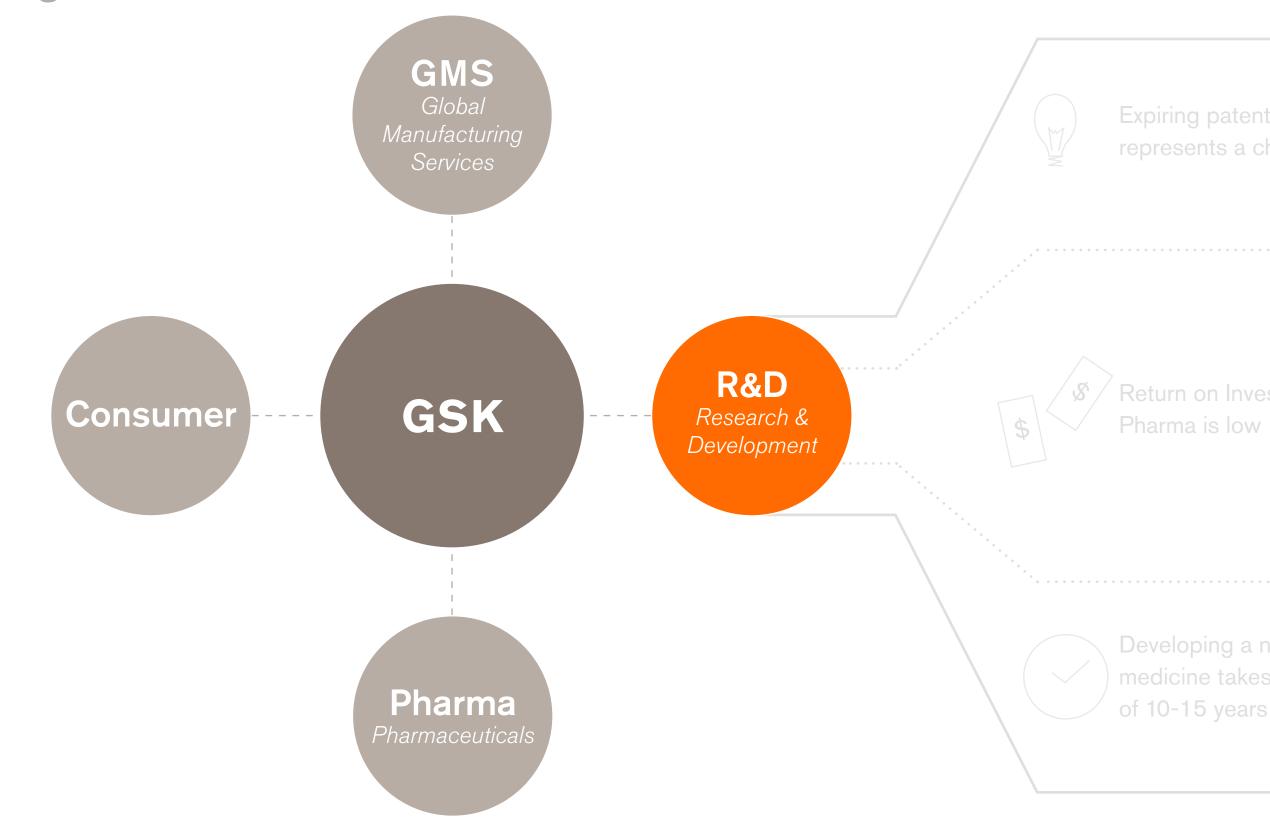
GenslerFor team members, new and ongoing.



Others
For all involved in
Construction, Build and
Project Delivery.

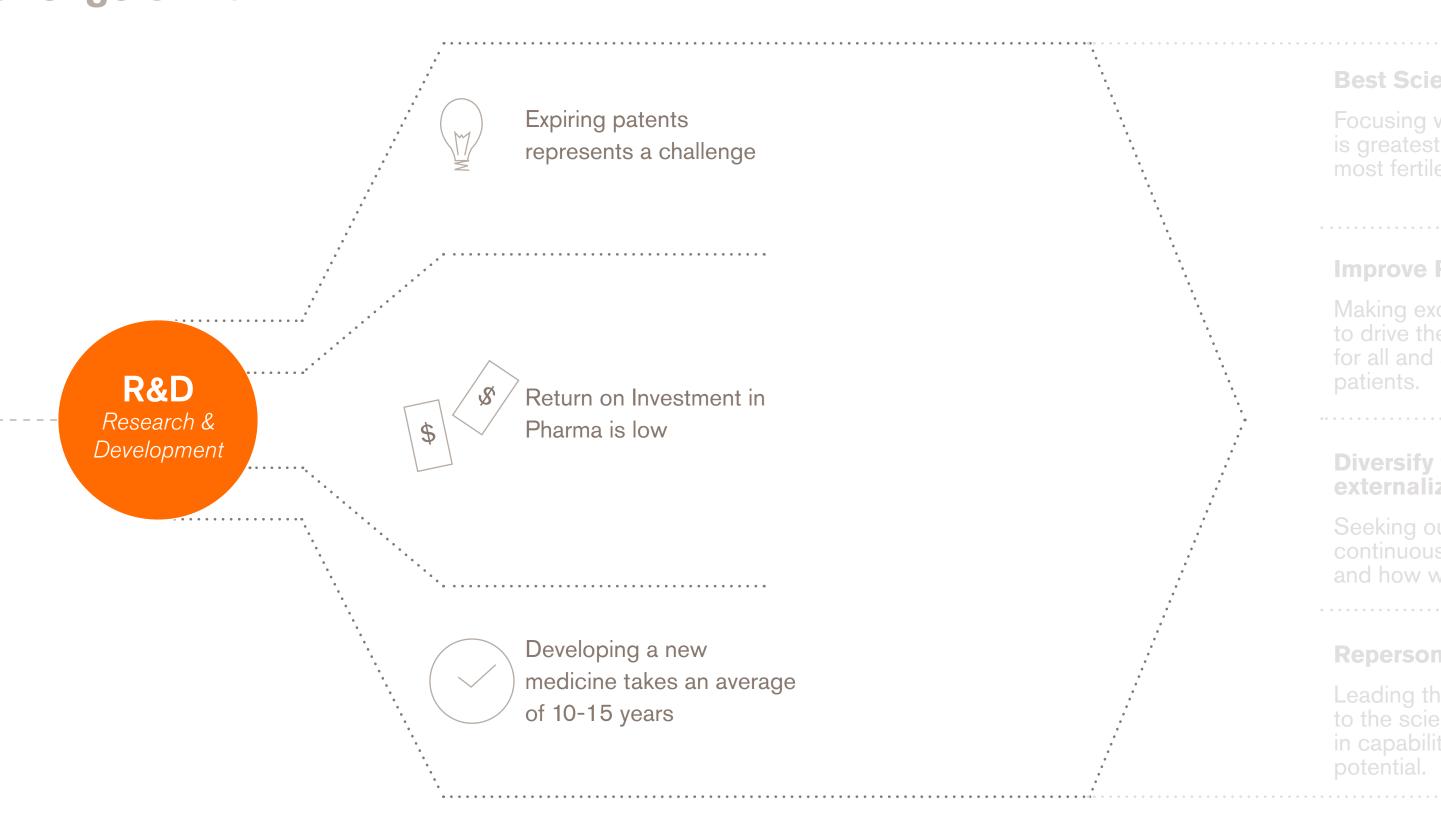


Who? Within the GSK organization



GSK | Gensler

Why? The Challenge of R&D



What?

The Strategies to Grow the Future

Best Science

Focusing where the patient need is greatest and the science is most fertile.

Improve ROI

Making exceptional decisions to drive the greatest benefits for all and accelerate delivery to patients.

Diversify through externalization

Seeking outside expertise to help us continuously innovate in what, where and how we deliver.

Repersonalise R&D

Leading through those closest to the science and investing in capabilities to unleash their potential.

GOAL

Double productivity, and deliver 5-7 significant indications with medical value to patients and payers each year from 2015.

VISION

Be the best in the world at delivering medicines that help beople do more, feel better and live longer.

How?

The Areas of Focus to Grow the Future

People

Cultivating a high performance community through diversity and development.

GOAL

uble productivity, nd deliver 5-7 ficant indications medical value to ents and payers

VISION

Be the best in the world at delivering medicines that help people do more, feel better and live longer.

Platform

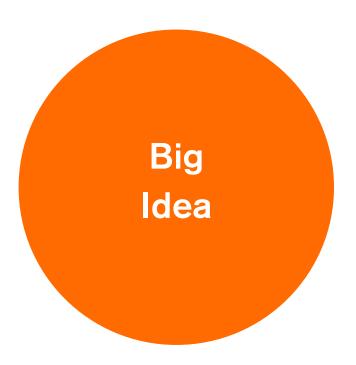
Balancing innovation for the future with world class execution for today to optimize our comptet.

Pipeline

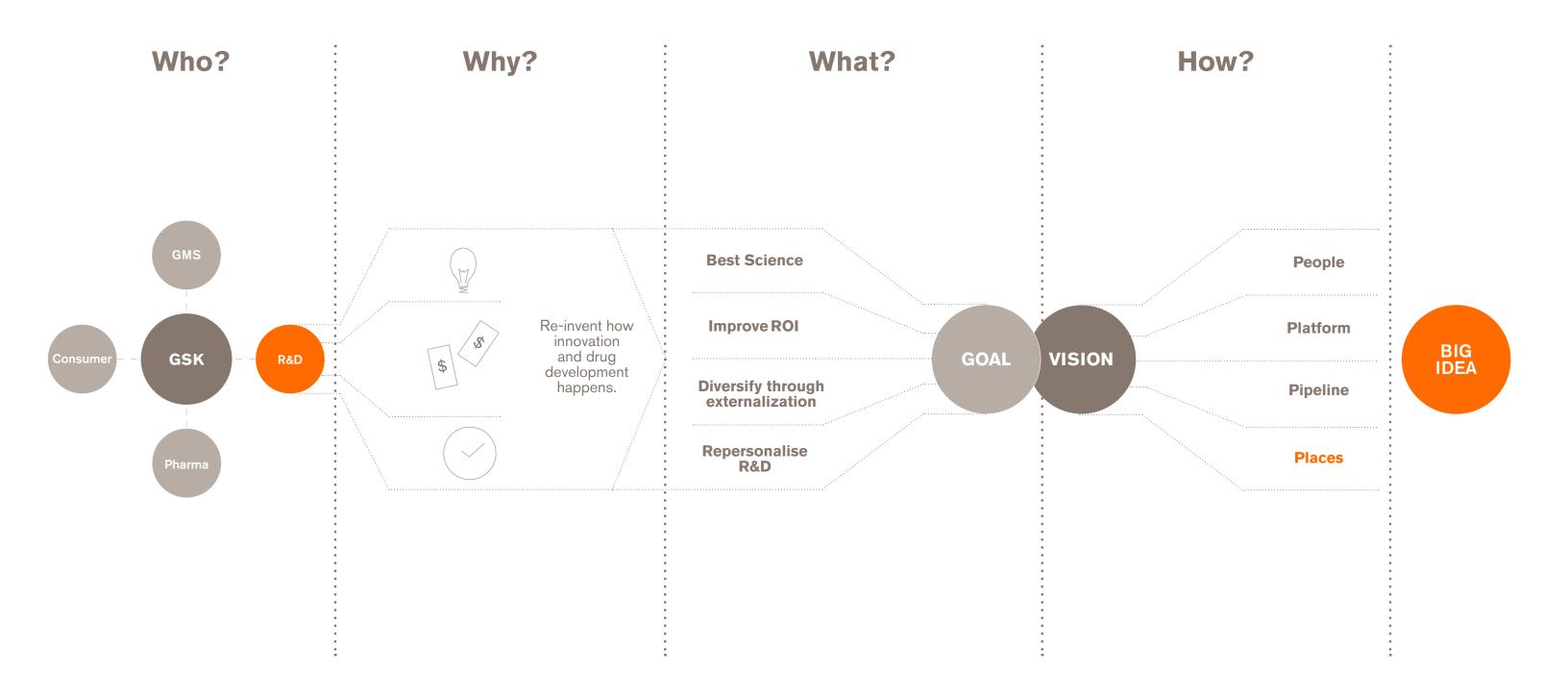
Delivering a sustainable portfolio of differentiated medicines based on the highest quality science.

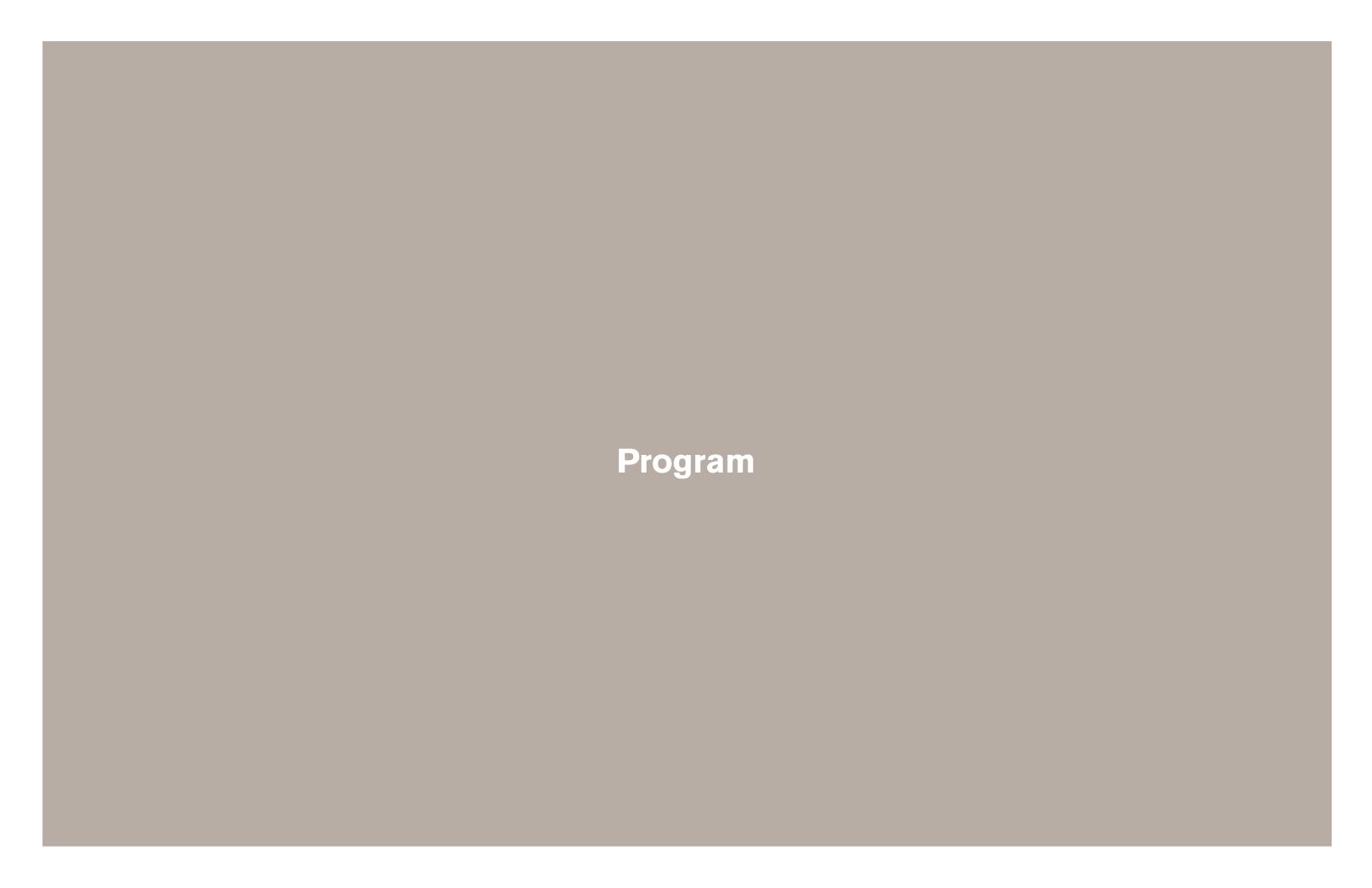
Places

Using our physical environments, and behaviours within them, to better enable, connect and inspire our people.

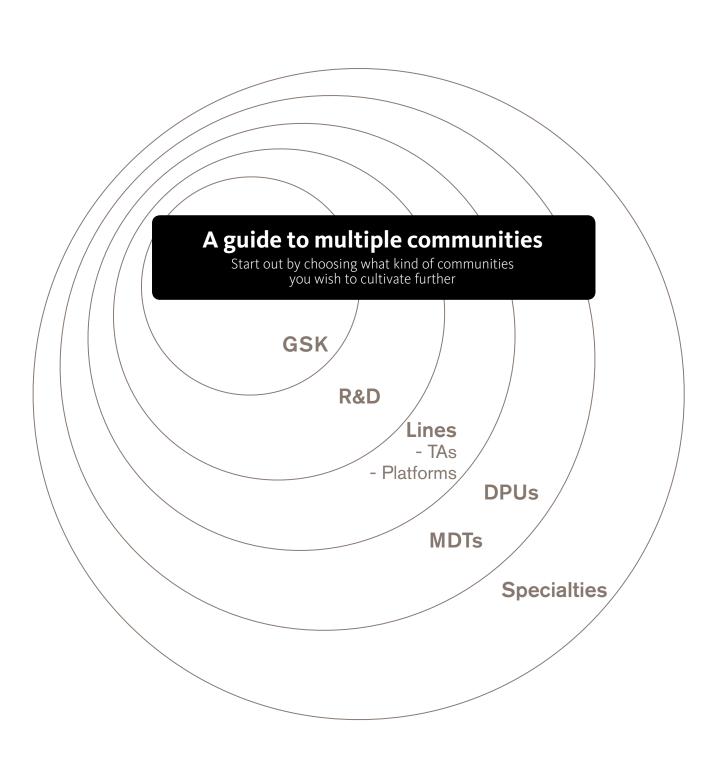


Overview





Big Idea



Value

I feel Connected Strengthening ties to Connected communities science inside and outside of GSK, as well as colleagues and patients.

I feel Supported Cultivating an environment where people can reenergise, develop and learn from each other so that innovation (and sometimes failure) can happen. Supported communities

A guide to multiple communities

Start out by choosing what kind of communities you wish to cultivate further

Inspired communities

I feel Inspired

Creating generous and excellent surroundings that enable knowledge and passion to be shared.

I feel Valued

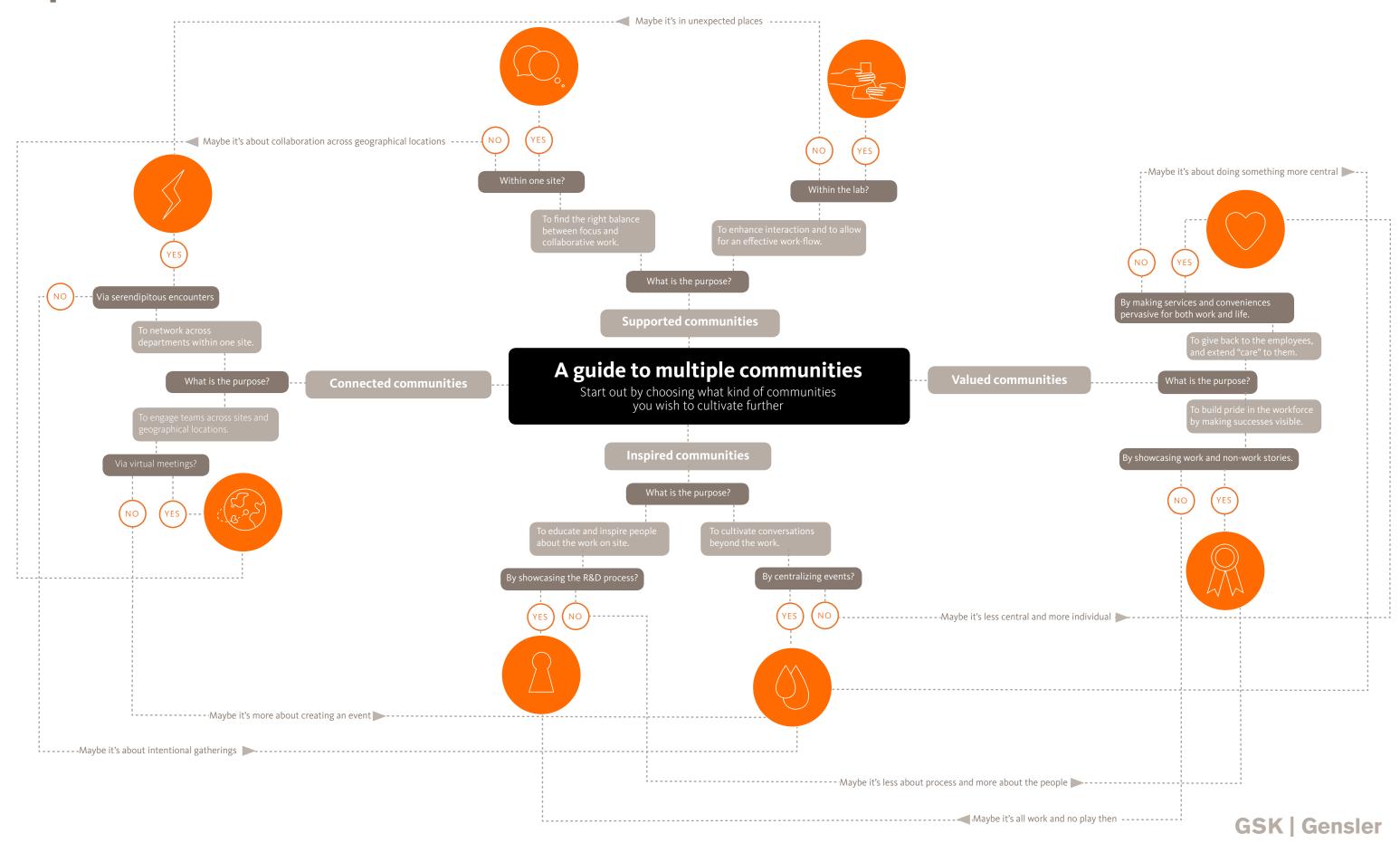
Building a sense of belonging for all employees where they feel important and respected.

Valued communities

Purpose



Map



Key

1. SMART Working



2. SMART Labs



Bumper Labs/ Zoned Labs

3. Iconic Ideas



Celebrate



Focused Activation



Front Door Research



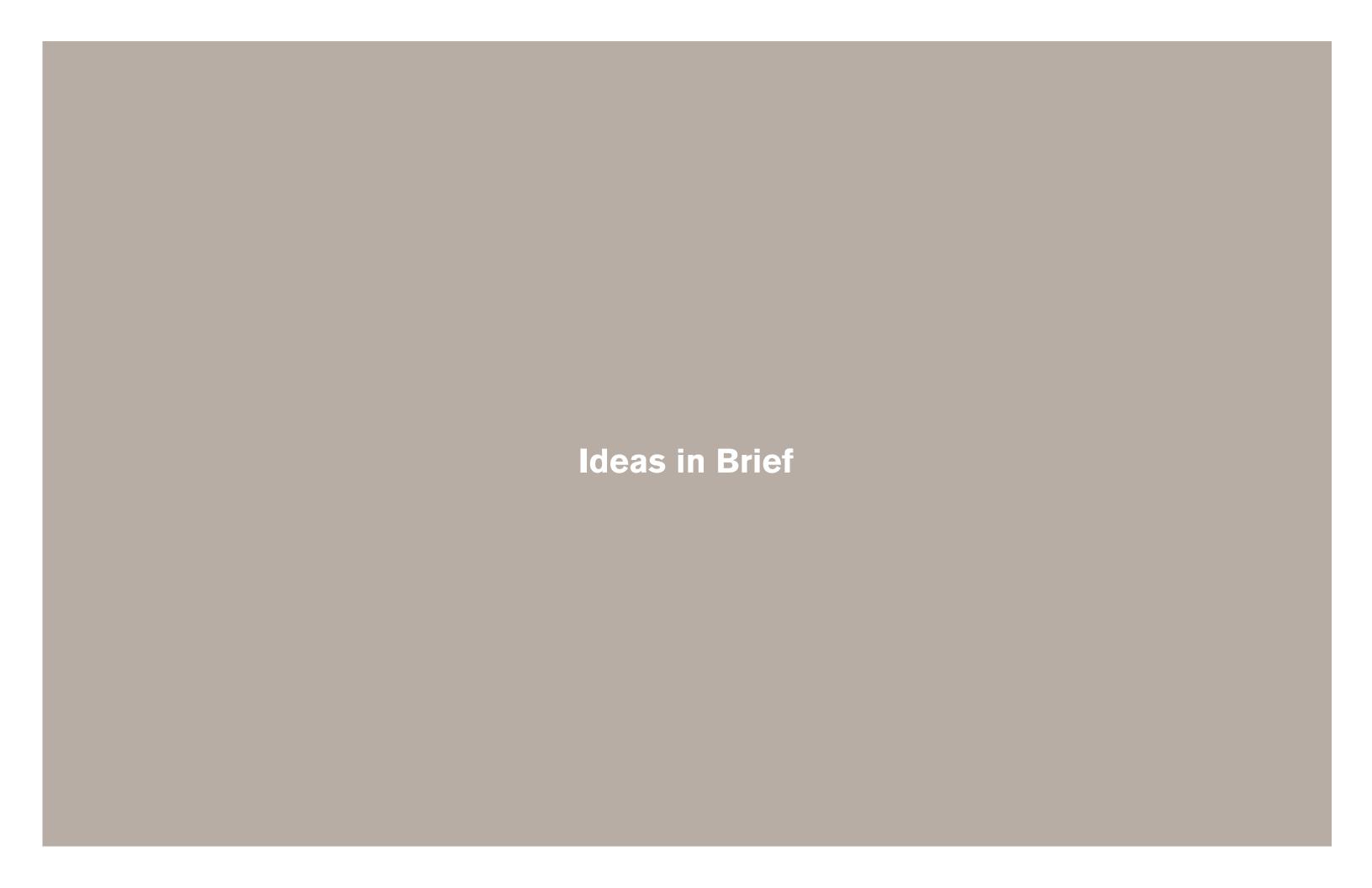
Make it Real in Real Time



Do More, Feel Better, Live Longer



Watering Hole



Celebrate



Tell stories

Pilot Site: Upper Providence, PA

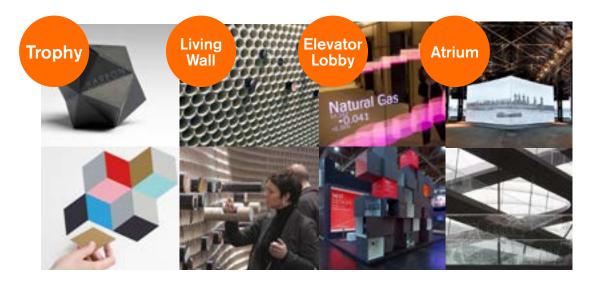


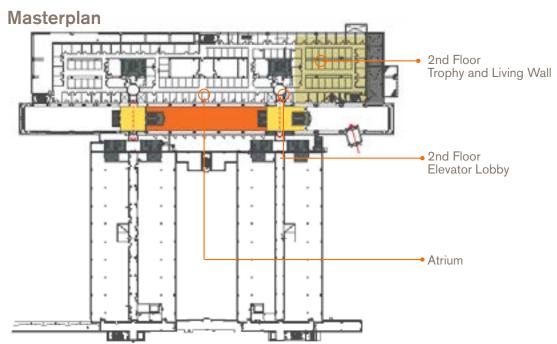
1250 South
Collegeville Road,
Collegeville,
Pennsylvania

An celebratory path accessible to the employee everyday



Inspiration



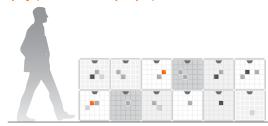


3D View



Design

1. Trophy (celebrate our people)



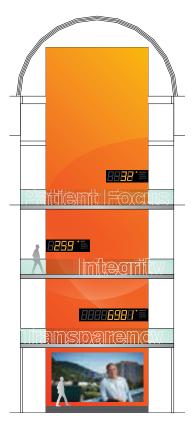
2. Living Wall (celebrate our community)



3. Elevator Lobby (celebrate our science)



4. Atrium (celebrate our patients)



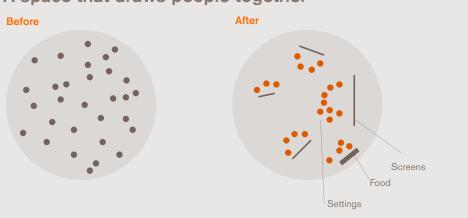
Watering Hole



Pilot Site: Stevenage



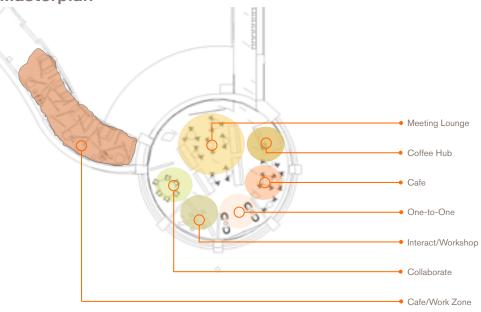
A space that draws people together



Inspiration



Masterplan





Design

1. Meeting Lounge





4. Cafe/ Work Zone



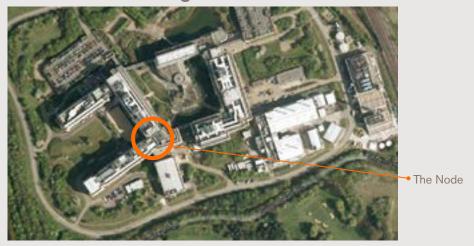




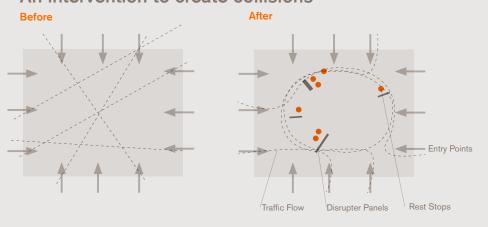
Focused Activation



Pilot Site: Stevenage



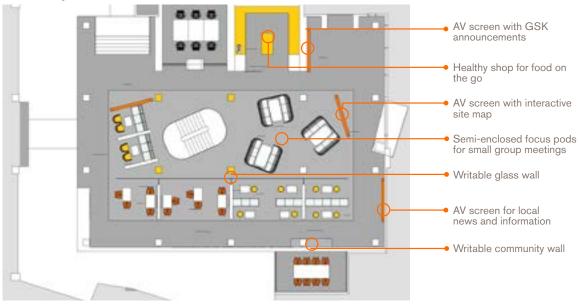
An intervention to create collisions



Inspiration



Masterplan



3D View



Design

1. Controlled Circulation



2. Disrupter Pane



3. Quick Meeting Areas



4. Standing/ Writing Surfaces



Heads Up/ Heads Down



Allowing for a balance of work modes

Different working zones provide choice of how to work. There are energizing and open 'heads up' zones that help people connect, get inspired, and feel stimulate d. There are also 'heads down' zones for individual, focused working that are situated front and center in the space to ensure that people can concentrate without being isolated.



A sense of belonging





Collegial spirit

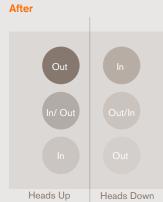
Pilot Site: Research Triangle Park



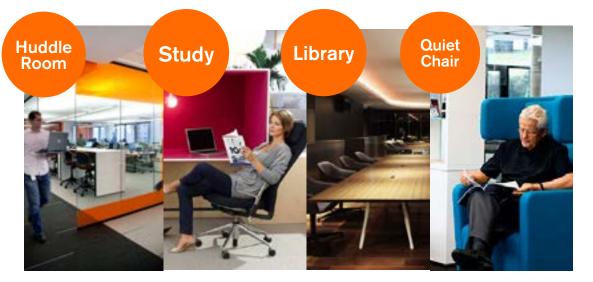
A clarity and distinction between work modes

Delote

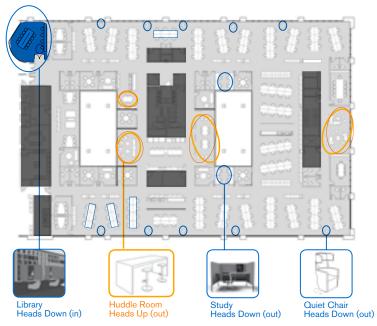




Inspiration



Masterplan



3D View



Design

1. Huddle Room (Heads Up Out)



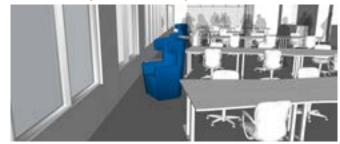
2. Study (Heads Down Out)



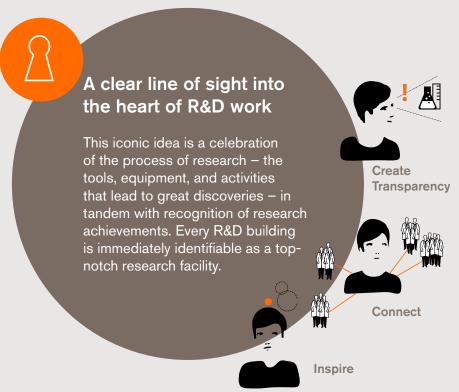
3. Library (Heads Down In)



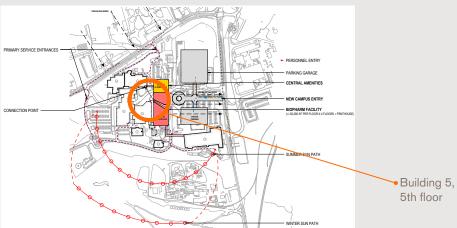
4. Quiet Chair (Heads Down Out)



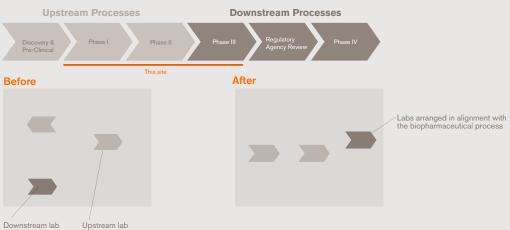
Front Door Research



Pilot Site: Upper Merion



Designing a building to elucidate a scientific process

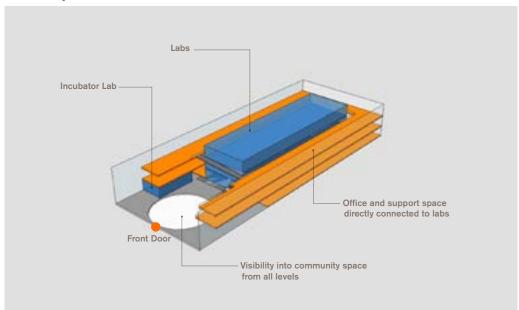


Inspiration

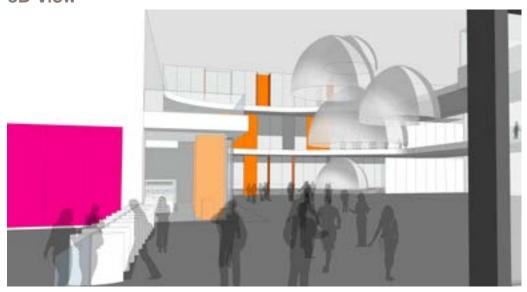




Masterplan



3D View

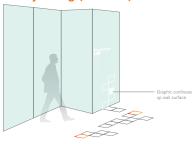


Design

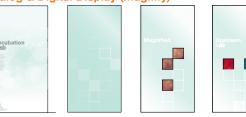
1. Art Installation (explore)



2. Wayfinding (discover)



3. Analog & Digital Display (magnify)



4. 3D Display (dissect)



5. Lab Fronts (observe)



6. Hall of Pharma (synthesize)



Do More, Feel Better, Live Longer



Give back to GSK employees

The GSK mission Do More, Feel Better, Live Longer, applies just as much to employees as to patients. The space encourages people to actively manage their physical and mental state to ensure that people feel alert, energized and focused each day. Amenities are offered at the site to make peoples' lives easier.





Pilot Site: Ware



Sir David Jacks, Building 8

Integrating life and work to promote healthy and balanced choices



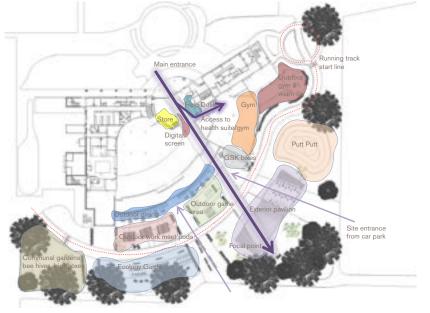




Inspiration



Masterplan



3D View



Design

1. Main Street (Do More)





3. Pavilion (Feel Better)

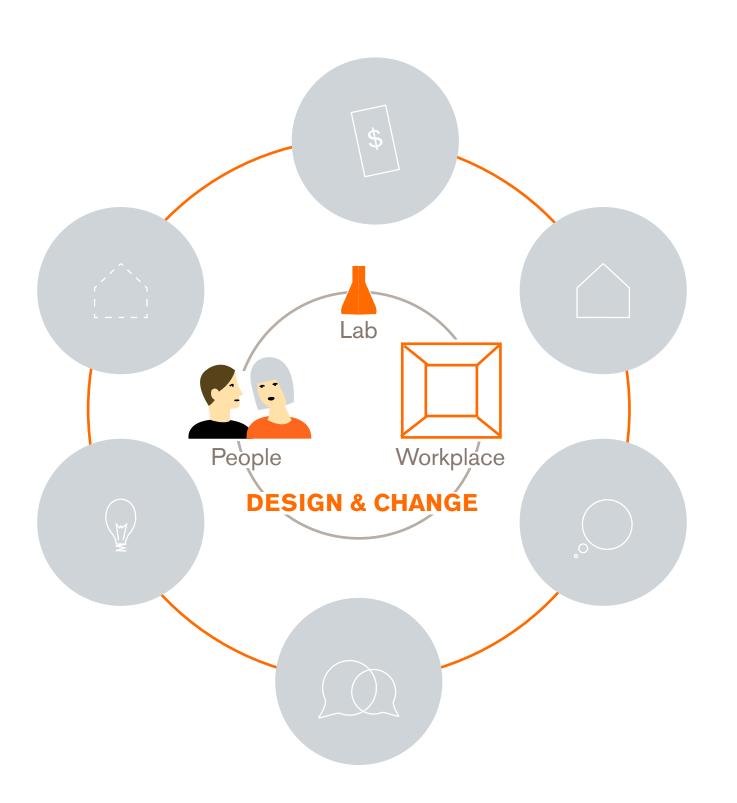


4. Work Pods (Feel Better)

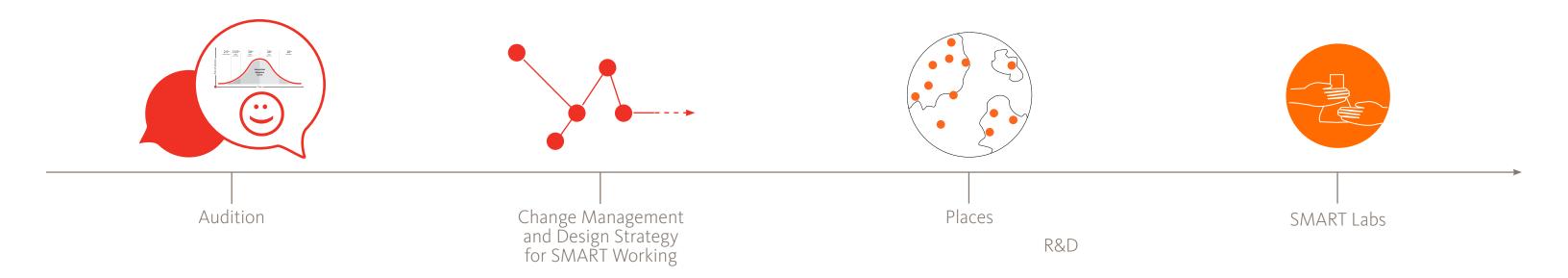




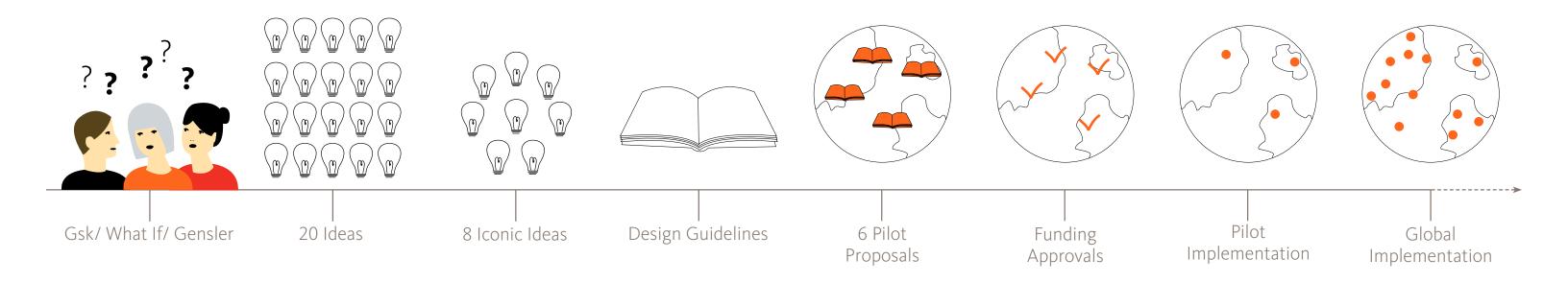
Point of View



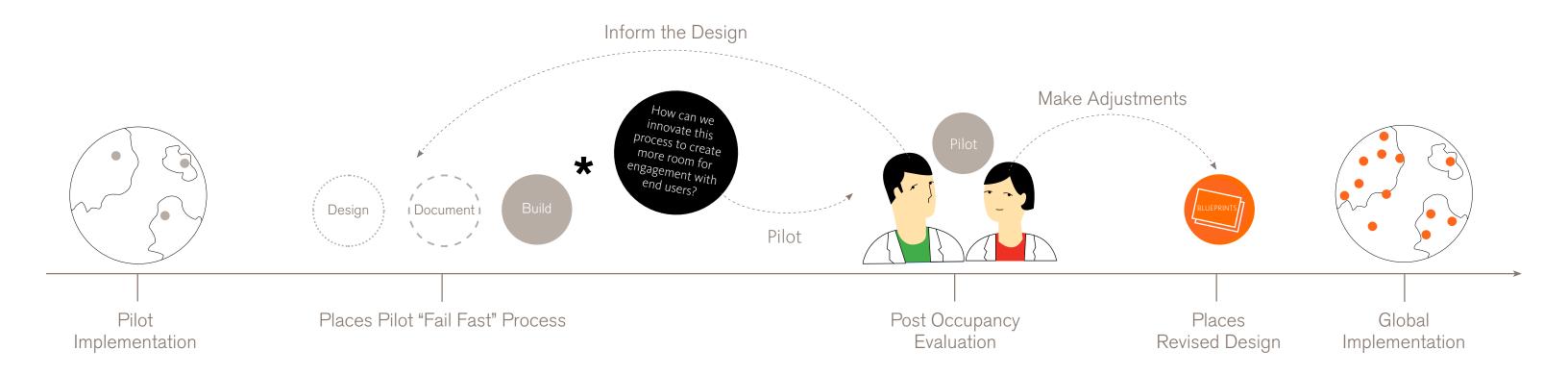
GSK | Gensler Journey



Places Journey



Process Innovation



★Traditional process

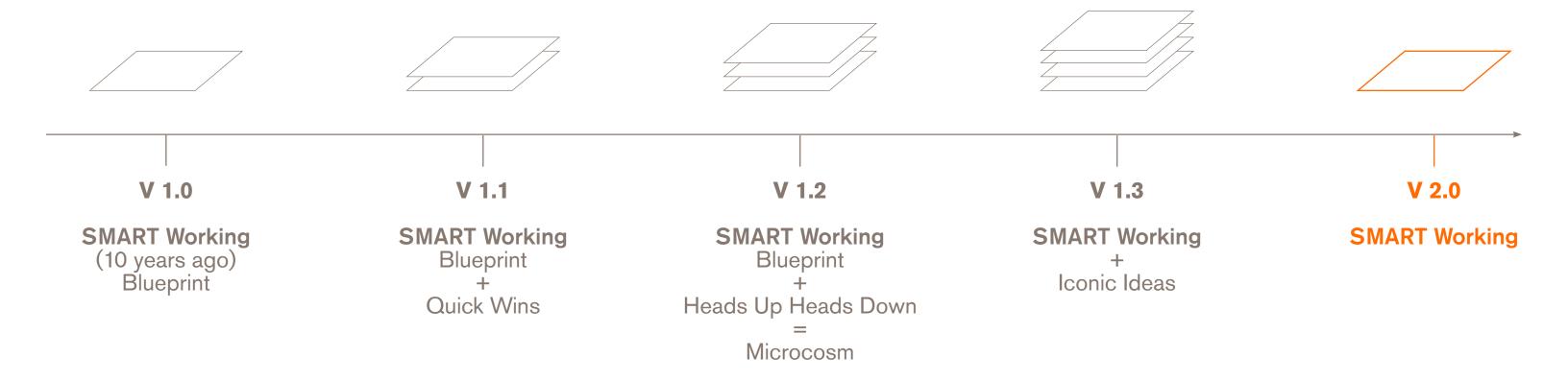








Smart Working Evolution



Places Project

REGION	SITE	PILOT	IMPLEMENTATION	OTHER
UK	WARE			Lab refresh Dirty corridor (B5, B6) Site security/access
	STEVENAGE			Building 8 Biopharm exit from Cambridge DMPK move from Ware Lab refresh Site security/access
	HARLOW			Harlow continuity (?) Demo H89, H87
USNE	UP			Master Plan - Renovation - Consolidate staff from UM West - Sitewide amenities refresh Change Management
	UM			Master Plan - Close West / Move to UP - Renovate East - New Biopharm Hub Building - Site wide amenities refresh - Animal safety assessment
US SE	RTP	©.		Venture move and renovations Pedestrian street
	STATU	Priority Planning ICONIC IDEAS Upcoming	HUHD - Microcosm Watering Hole Front Door Research Celebrate Focused Activation Smart Labs	Do More, Feel Better, Live Longer

Places Program

GLOBAL	PROGRAM	Change Management POE (Post Occupancy Evaluation) ROI (Return on Investment) Brand IT Integration	
GLODAL	GOVERNANCE	Places Website Design and Delivery Approach Gensler POW WOW Places Forum	

Thank You!