



CASE STUDY

# Injecting fun into the workplace

How Seqirus supported the wellbeing of their global workforce through turbulent times.



# People. Collaboration. Innovation.

As one of the world's largest influenza vaccine companies, helping safeguard people and communities worldwide is at the heart of what Seqirus does. This means driving the latest vaccine developments. And building a strong collaborative and innovative workforce focused on serving the needs of public health.

The US & UK offices had previously rolled out the Virgin Pulse Global Challenge which had been a huge success. Building on this momentum, Seqirus wanted to launch a bigger and better global rollout for the benefit of all their employees. But when the COVID-19 pandemic hit, they needed to rethink their plans.

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The current COVID-19 situation has highlighted the importance of taking the time to look after our physical and emotional wellbeing and we were proud to be able to offer VP GO. The Virgin Pulse programme, with its social and competitive elements, proved to be a fun way to promote health and stay connected while many of our global workforce worked on site or at home.”

**Gyuri Endes**  
Vice President of HR, Seqirus





Like many other organisations, Seqirus's workforce had been split up by the pandemic with some employees in manufacturing continuing to work on-site while others worked from home. And given VP GO's large emphasis on teamwork and bringing employees together, it looked like the programme could help them not only improve their employees' health and wellbeing but also be the solution to connect their employees no matter where they were.







# A global wellbeing rollout success

Smashing employee sign up numbers. Generating a lot of excitement. And driving engagement with the programme – It's any HR Manager's dream. What were their keys to success?



## Embracement from the top

Seqirus went above and beyond the standard global town hall announcement promoting a new employee initiative. They didn't want the usual tick in the box – 'CEO endorsement – yes'. Besides, they knew there was only so far it could go to engage their people. To really drive uptake, engagement and make the programme impactful, they understood that their employees needed to see their leaders genuinely taking action and embracing the initiative.

And that's exactly what the leaders at Seqirus did – by not only registering and participating in VP GO

themselves, but by talking about it. The teams in Liverpool and Parkville even shot some entertaining videos to promote their new corporate wellbeing initiative. It was lights, camera, action. And from the everyday boardroom meeting scene of everyone sitting around, it switched over to them with their active gear on, getting ready to take on the challenge. It got peoples' attention. Cracked a few smiles and laughs. And ended up being a fun and effective way to show that they were committed to improving their health and wellbeing with VP GO.

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From very early on our Leaders were champions of the initiative. Starting with the company's General Manager, the Seqirus leaders were some of the first to sign up. This really helped with the early promotions. Employees saw they were not only embracing the programme but having some competitive fun with it too.”

**Layla Welsby**

Communications Lead for the Programme





## A communication strategy to be envied

To reach their goal of 1000 registrations, Seqirus knew they had to leverage a multi-channel communication approach. Adopting this kind of communication strategy enabled them to get the message out to different workforce populations no matter where they were - on-site or at home. It included engaging messaging and colourful imagery for social media posts, intranet messages, posters, screens, webinars and emails to spread the word about VP GO to their employees. Not forgetting the comical video that senior leadership team had supplied!

Their comprehensive strategy also involved having communications locally managed at each site. This meant that each area manager could ensure the best approach and optimal timing for the messaging to be sent out. And that team leaders were up to date and equipped with the information and resources to get the word out and help set up teams.

With all the communications building up over time, the swell generated more chats, more curiosity and more excitement. Registrations increased. And a final push was provided by the VP of HR who sent out the 'last chance' to register.



## Clear goals and progress tracking

Each local area manager was also tasked with maximising the number of signups for their worksite. With clear targets in place, not only for the overall organisation but also for each site, the area managers were motivated to hit their number. To help them keep on top of their targets, reminder emails were sent out to let them know how they were tracking against other sites. Helping to create a bit of friendly competition, even before the challenge had started!



## Support & flexibility

From the get-go, Virgin Pulse's Client Success Manager worked closely together with Seqirus's communications' staff to ensure a smooth and successful global roll out. This included helping deliver online information sessions across different time zones for curious employees to learn more. And providing creative imagery and messaging to support the communication strategy. In the end, it was this support and flexibility from Virgin Pulse that impressed Seqirus the most.

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Working together with our global network of communicators we took the approach of all creative ideas on the table - encouraging the team to share what they've seen work well before or what with this opportunity we could try that is new. Virgin Pulse was a great partner to us during this process. Everything we wanted to do was possible which meant we could tailor it to our company culture.”

**Layla Welsby**

Communications Lead for the Programme



## A programme that sells itself

Finally, Seqirus attributes their global rollout success to the wellbeing programme, VP GO, itself. It's true that there's a plethora of health and wellbeing, teambuilding and engagement initiatives an organisation can run. But ultimately you won't have to make it compulsory or feel like you're dragging people in if the programme sells itself. A holistic, fun, social and challenging programme like VP GO generally appeals to the masses, so it's natural employees will want to join in! And that's what Seqirus found.

[Learn about the benefits to workplace wellbeing challenges](#)

Through the programme employees could see how they were doing and who their closest rivals were. It gave people something different and positive to talk about and connected them, no matter where they were. It also gave employees something to look forward to, something else to think about. And that is powerful. Especially during turbulent times like now where people are struggling with higher levels of isolation, stress and anxiety. By giving employees the gift of wellbeing, it goes a long way in not only helping people feel valued, appreciated and engaged, but in helping organisations support mental health and foster a culture of positivity. Something a lot of people need a little (or a lot) of right now. And that's why Seqirus has decided to make VP GO a part of their wider 'Finding your Balance' campaign, encouraging employees to look after their mental health.

Through the challenge Seqirus published stories from each of their top teams and learnt interesting things about each other - including charity virtual bike rides, different ways of keeping active during isolation and WhatsApp groups to stay in touch. Hats off to the team who ran the company communications, keeping their people engaged by promoting the VP GO leader boards, sharing top team profiles and their tips for keeping healthy and connected.

## GOAL:

1000

Sign ups

## END RESULT:

1315

Sign ups

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Peoples' health needs are even more prevalent than before. When we went through the programme with the Vice President of HR at Seqirus and took him through the capabilities of VP GO versus GC (the Global Challenge), he could see that it could be very supportive during this time so he got behind it.”

**Jezebel Horsell**

Client Success Manager, Virgin Pulse





# About Seqirus

Spanning 5 continents and 13 countries, Seqirus is one of the world's largest influenza vaccine companies. As the only vaccine company with a singular global focus on influenza, they work tirelessly on cutting-edge research, transformative technologies and the latest methods of production and distribution.



**Learn how Virgin Pulse can help you roll out a fun programme to connect your people, drive engagement and promote health and wellbeing.**

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