

GLAXOSMITHKLINE EMERGING TALENT SCOPEATHON

“It was time spent strengthening my leadership muscles that was so directly applicable—time very well spent!”

- GlaxoSmithKline Emerging Talent Program Participant

On **July 24, 2013**, GlaxoSmithKline partnered with Taproot Foundation to design and execute a pro bono ScopeAthon – a 3-hour workshop in which Emerging Talent professionals worked with Philadelphia and NYC-based nonprofit partners to diagnose organizational challenges, brainstorm solutions, and then develop a practicable scope of work for a project that builds the nonprofit’s organizational capacity. By helping nonprofits articulate their needs and strategize how to address them **Emerging Talent leaders directly applied the skills and each nonprofit walked away with a scope of work for a project that would help them more effectively deliver on their missions.**

IMPACT:

- ▶ **100%** of nonprofits agreed that the outcome of the session was something they will implement and that the sessions exposed the nonprofit leader to transformative ideas that will positively impact their organization.
- ▶ **100%** of volunteer respondents would participate in another ScopeAthon, would recommend ScopeAthon to a colleague, and reported that they better understand the strengths and development opportunities of themselves and their peers.

PARTICIPANTS

- ▶ **33 GSK Emerging Talent Participants**
- ▶ **10 Nonprofit Organizations**
- ▶ **11 Scoping Conversations**



IMPACT STORY: COURTNEY HARTSTEIN

Courtney Hartstein, Acting Vaccine Futures Innovation Manager at GSK, experienced the benefits of the pro bono event firsthand as an Emerging Talent professional. Through helping her nonprofit partner diagnose their challenge and scope a solution, Courtney identified several lessons and rewards as a result of this experience:

▶ **Cognizance of how others experience me:**

“The underlying need [the nonprofit] is to raise money. The organization was concerned about making the ask of donors and beneath that sentiment was an unspoken idea that asking for money could tarnish they very cause they seek to support. The concern centered around an acuity of the public’s experience of the organization. It made me realize that I am very quick to think I know the right way to proceed when it comes to collaborating within my area of expertise, and that I may not consider how others experience me or my collaborative effort. It made me think that developing clarity around the perception and experience of others’ is fundamental to producing exponential results (i.e. results that positively impact all parties.)”

▶ **The “need” was not the “Need”:**

“[The nonprofit] thought their need was to develop their individual donor base. It turned out their need was around understanding who their actual support base is through segmentation, and then developing messaging that resonates with those who will likely contribute to their cause. It made me realize that if I question the needs I think I am out to fulfill by bringing in people without a predefined scope of the problem statement, I may produce a far more robust output than if I solve for the need I think I have.”

▶ **Confidence:**

“Through my interaction with [the nonprofit], I got to experience my skills in a different way than I am accustomed to. Sometimes I feel like it has simply been a series of fortunate events, as opposed to acquiring and honing valuable skills, that have propelled me to where I am in my life and in my career. I came away feeling confident in my contribution to the [the organization] and knowing wholeheartedly that it was born of the skills I use every day at GSK.”

▶ **Gratitude:**

“When we had the opportunity to hear from the NGO’s at the end of the ScopeAthon and each of them was so delighted in their experience with us, it made me feel so proud of the work we do at GSK, lucky to be a part of such an esteemed group, and grateful to have the opportunity to contribute to others and to know myself in a way that I sometimes can forget – as a powerful woman that can affect change that matters.”

▶ **Contribution to something outside of and bigger than myself:**

“I did not learn this at the ScopeAthon, but getting to experience this in any capacity overwhelms me with fulfillment and inspires me to do more for others, including GSK. Being supported by GSK to selflessly contribute to others reminds me that giving back to my company is just as important to giving back to society because my company is a vehicle for positive change in the world.”