

29 March 2012

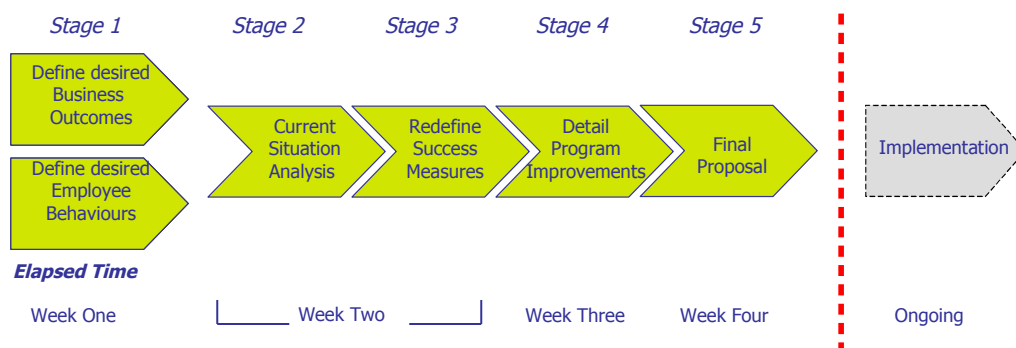
Ms Helen O'Connor
Organisation Development Consultant
GlaxoSmithKline Australia
1061 Mountain Highway
Boronia VIC 3155

Dear Helen,

Re: GSK Spirit Program - Review

Further to our recent discussions regarding gaining feedback from your employees with a view to recommending improvements for the GSK Spirit Program, I have detailed below our thoughts on the proposed process along with some alternative options for your consideration.

The total project will take approximately 4 weeks using our Performance Improvement Model (as detailed below). The outcome of the project will be a comprehensive document detailing all recommendations and resources involved to achieve improvements to the current program.



Stage One

Initial meetings with various GSK management and program sponsors to clearly define and understand what business outcomes and related employee behaviours the program(s) are to drive.



Stage Two

A mixture of stakeholder research (i.e. program participants, program administrators) and the provision of available historical program data including Participation levels, research, communication and information processes. The employee research will be undertaken by way of group discussions and in-depth interviews.

Stage Three

Meeting with program sponsor(s) to define and agree on revised success measures.

Stage Four

Use information and understanding gained throughout stages 1 – 3 to define program improvements. This would be presented and discussed with relevant internal stakeholders.

Stage Five

Refine the recommended program design and present final program description document for approval. The final document would include pricing for program management, events, rewards and production of communication materials.

Alternatives for Consideration

Depending on GSK's resources and budgets, Accumulate can undertake different levels of involvement in the process.

1. Accumulate to undertake complete program review including recommending program improvements as detailed above.
Allow \$9,600 plus GST (plus interstate travel at cost)

2. Accumulate to conduct and report on focus group discussions with
 - a. Broad spread of Participants
 - b. Management.Groups would be held in both Boronia & Ermington therefore a total of 4 groups held over 2 days.
Allow \$4,500 plus GST (plus interstate travel at cost)



Helen, I trust this provides you with sufficient information to make your decision, however please do not hesitate to contact me if you need further explanation.

Yours Sincerely

Mark

Mark Hillebrand
Director Client Services