



**Making it a journey
to remember**



Our (not so secret) weapon: The Virgin brand

With a big V comes great responsibility



Virgin

Our aim for employee experience

To attract, retain and develop a diverse workforce, we want to offer a positive inclusive employee experience for every single person.

It's important we create experience that increase engagement, bring attrition and absence down, as well as promote the physical and mental wellbeing of our people.

How do we leverage experience to drive engagement and commercial value?



You had me
at "hello"

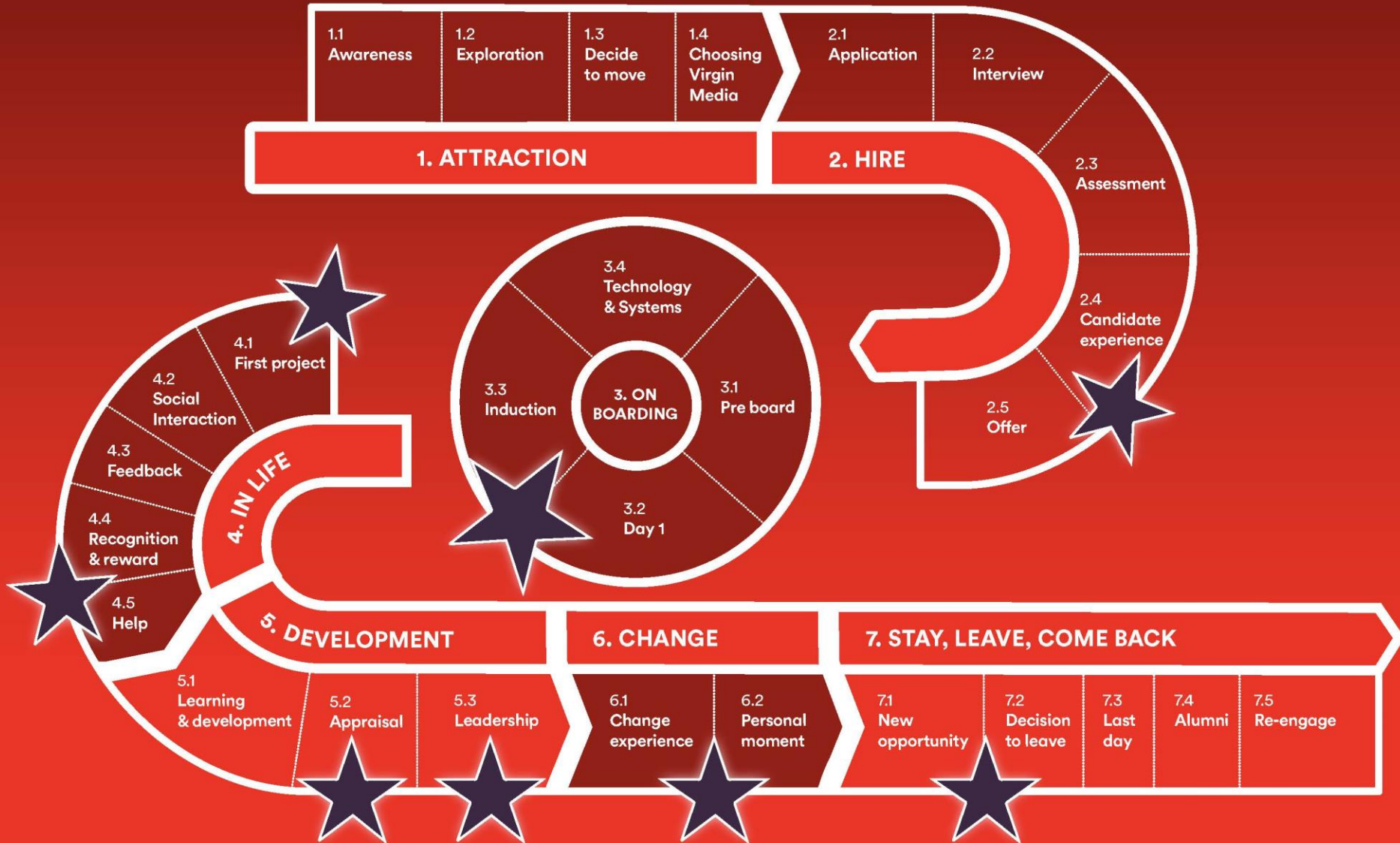


Focus on the moments
that matter and
have potential for
greatest impact



Great experience
drives greater
commercial growth
and value

The Employee Journey



How we're doing it all

We've developed 3 inclusion pillars to act as steady foundations for delivering inclusive experiences.

Inclusion aim: to create a culture that represents our customers and communities to drive growth

Attract and nurture
the widest possible
talent pool

Equip and empower
our leaders to own
and drive inclusion

Make inclusion a
normal part of what
we do and who
we are

Driving engagement: the big 4

Strategic Narrative

Clear and consistent purpose, vision and strategy that all employees connect into.
NASA Cleaner “My job is to put a man on the moon”

Define what does success in the role look like for individuals. Allow people to bring themselves to task. Focus people, treat as individuals, coach and stretch them consistently.

Engaging Managers

Voice

An environment of trust, leaders living and breathing the values, people see it and feel it. Values, behaviours and reasons to believe.

Value the employee's voice, multiple platforms to share, listen, hear and empowered to act, control over where, how and when they work, how they develop and how they are included in the conversation.
Always Listening

Integrity

Stuff that makes it all happen

