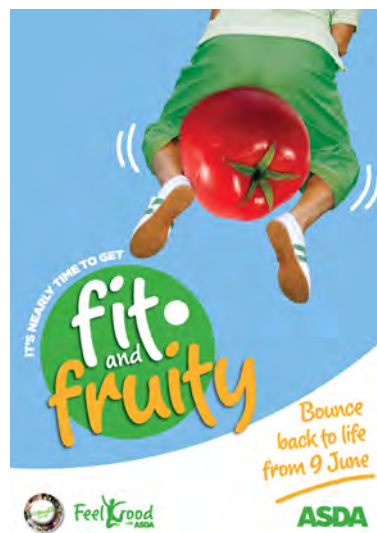
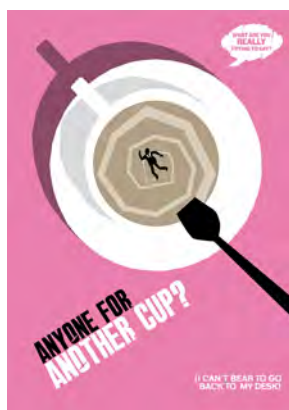


Client: **ASDA**
Flexible benefits campaign and wellbeing campaign



Client: **Unilever**
Mental resilience campaign



Client: **Unilever**
Sustainable pensions animation and campaign



Better Ways of Working (BWOW)

...is about giving people the opportunity to be their best at work. It focuses on supporting creativity, innovation and engaged working and has three pillars:

- 1 FLEXIBLE LOCATION**
Doing your job wherever it works for customers, Vodafone, your team and you.
- 2 FLEXIBLE WORKPLACE**
Doing your job in a location or zone that promotes collaboration and creativity.
- 3 FLEXIBLE HOURS**
Doing your job within hours that work for customers, Vodafone, your team and you.

Equip for success
There's no one-size-fits-all solution for BWOW. Deciding what works best needs to be a collaborative process between line managers and their teams. You can speak to your Line Manager directly or visit the BWOW portal at <http://webappfarm/betterwaysofworking/index.html> to find out more.

Collaborate
BWOW makes Vodafone a more inspiring and attractive place to work and gives us a greater sense of community. It brings people together across different teams to solve problems and generate innovative solutions. We can use technology to collaborate, embrace remote working and do our bit for the environment by minimising travel.

Live what we sell
Our customers want market-leading services, reduced cost, and increased productivity. We sell BWOW to our customers so we need to live it internally too. We can work smarter by using Skype, video conferencing, mobile phones and laptops to help us work on the move. BWOW can help our mission to get 'back to growth'.

4G Continuation: premium partnerships
IN BRIEF

Freebee Continuation: still buzzing
IN BRIEF

Vodafone Red Share: new ways to share
IN BRIEF

WHERE ARE WE NOW?
51%

HOW IT WORKS

WHERE ARE WE NOW?
85%
20%

Client: **Vodafone**
Better ways of working (BWOW) infographics

FOCUS ON YOU

HOME COMPETENCIES OPPORTUNITIES CONTACT HELP

PROFILE

COMPETENCIES

- WORKING WITH INFORMATION: 61%
- DELIVERING RESULTS: 25%
- WORKING WITH PEOPLE: 49%
- PERSONAL FOCUS: 11%
- MANAGING PEOPLE: 78%

SALES PERFORMANCE

PAY HISTORY

REVIEW POINTS

SALES DEVELOPMENT RESULTS

MOVE UP IN THE WORLD

WORKPLACE PENSIONS. DON'T GET LEFT DOWNSTAIRS

Find out more www.nbcuni/autoenrolment

HANG UP YOUR APRON

WORKPLACE PENSIONS. PREPARE YOURSELF FOR FINE DINING

Find out more www.nbcuni/autoenrolment

Client: **Universal Pictures**
Development/performance toolkit. Pensions auto enrolment campaign

GOOD TOGETHER

MAKING LIVES BETTER

TECHNOLOGY

SOLAR

WIND

POWER

HEALTH & FITNESS

STRETCHING

DETERMINED

SUSTAINABLE

EASY

SUNNY

RUM

STEAM

GOSHEL



Client: **Whitbread**
Good Together initiative wall infographic and digital game