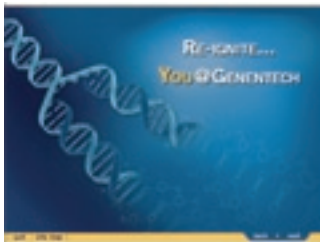


Genentech Re-ignite... You@Genentech

Genentech has over 25 years of experience in biotechnology, having founded the industry in 1976. Genentech has consistently used its technology to better the lives of patients by discovering novel biotherapeutics that address unmet medical needs. Today, Genentech has 11 protein-based products on the market for serious or life-threatening medical conditions and 20 projects in the pipeline, making it one of the world's leading biotech companies. From research and development to manufacturing and commercialization, Genentech has expertise in all areas of the drug development process. Genentech continues to expand on the promise of biotechnology through its dedicated efforts in research and development.



The Challenge

Genentech needed a way to inspire and retain tenured employees, while supporting a change effort throughout the organization as the company continued to rapidly grow and expand. As a way to manage this change, Genentech needed to reconnect tenured employees with the company's mission and to re-ignite a sense of community and belonging to the organization by focusing on each individual's contribution to the biotechnology company's mission.

The Solution

Design Media created **Re-ignite... You@Genentech** a comprehensive multimedia program focusing on each individual's contribution to the company mission. Using, facilitator-led, interactive multimedia, **Re-ignite... You@Genentech** engages participants with custom activities, discussions, and videos tailored to diverse audiences of tenured employees. A script accompanies the multimedia to help facilitators guide the activities and discussion, and participant materials help learners navigate through the course. Design Media also created a 15-minute video that describes the overall drug development process and the collaboration among business units, focusing on the story of Herceptin®, a Genentech product used to treat breast cancer.