Building the Digital Mindset for the Future

Genmab

STUDENTS: Aisha Cora, Khalid Muse, Toni Kolade

Abstract

- Genmab is a rapidly growing biotech company that is aiming to boost its effectiveness and productivity by enhancing digital skills across its diverse workforce.
- Large Language Models (LLMs) like ChatGPT have been shown to improve the productivity of even novice users [1]
- This project focuses on identifying employees' varying levels of digital knowledge and provides them with the specialized learning tool of a custom Generative Pre-trained Transformer (GPT) and Digital Learning Journeys.

Figure 1: Icon Showcasing Digital Interconnectedness That Genmab Is Trying To Achieve.

1	2	3	4
Knowledge	**Data Management**	**Digital & Adaptable**	**Cyber Security**
Knowledge and skills to use available AI tools and digital technologies in the daily work	Awareness of data management	Digital and adaptable mindset for working and innovating within the space of digital and AI	Knowledge of cyber security and responsible use of data in decision making when using AI

- Genmab aims to increase knowledge of digital technologies amongst their employees
- Expected to focus mainly on data management and cybersecurity to keep patient data and new technologies secure
- Project aims to leverage digital technologies to be ongoing and adaptable as the needs of Genmab employees change.

Implementation Plan

- IT&D
- GenLeap Academy
- ChatGPT-4
- Digital Mindset Learning Journey
- External Learning
- Enterprise Rollout
- Custom GPT
- Multimedia Review
- Training Course Catalogue
- Training Interactions
- Integration
- Data Compilation & Synthesis
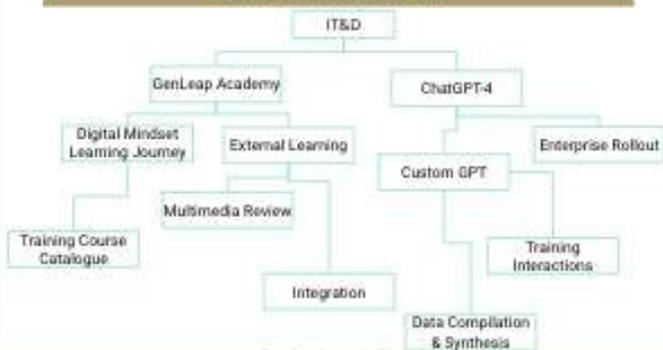
Figure 2: Implementation Plan

Justification

Plug& Concept Selection Matrix	Effectiveness	Feasibility	Impact	Resource Requirements
Segmentation & Tailored Resources	++	+	++	++
User Surveys and Focus Groups	++	+	++	++
Pilot Testing & Iterative Improvement	++	+	++	++

The implementation of the "GenLeap GPT-TA" initiative is essential for ensuring that Genmab remains at the forefront of the biotech industry. By focusing on enhancing digital literacy and operational efficiency, this initiative provides significant value to our organization.
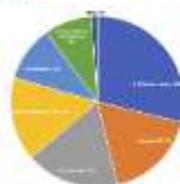
Figure 2: Employees' Top Development Interest

Beginner: 6.2%

Expert: 24.2%
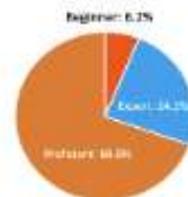
Proficient: 68.8%

Figure 4: Digital Proficiency Levels Among Employees

Survey Data
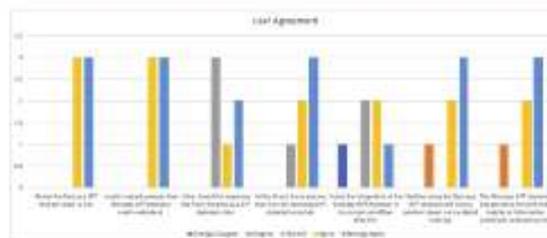
User Agreement

Figure 5: Statements About GPT Assistant

GenLeap GPT Assistant Inquiries
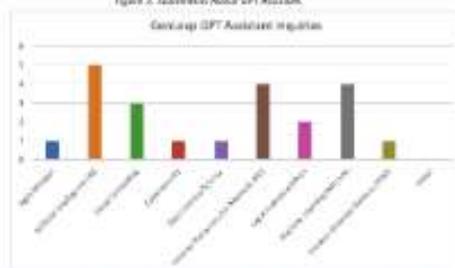
Figure 6: Topics Covered In Inquiries

Discussion

- Figure 3 shows that **58%** of Genmab employees are most interested in enhancing their skills in **AI & Machine Learning**. Followed by **Microsoft 365 and Data & Analytic** with 35% of employees.
- Figure 6 highlights that AI, Machine Learning (ML), Automation, and internal resources such as Microsoft Copilot received the most inquiries from the GPT-TA
- 100% agreeance of ease of use and ease of prompting for sensible answers
- 83% agreeance with accuracy of GPT tool, impact on learning, and new information provided
- 50% agreeance on ease of integration into current workflow and clarity of GPT responses

4.17
Average Rating

Figure 7: Satisfaction rating of GenLeap GPT Assistant

Conclusion

- With an overall **satisfaction rating of 4.17**, we conclude that the GenLeap GPT Assistant enhanced digital literacy and efficiency at Genmab
- Leveraging the custom-GPT "self-attention mechanism", we compiled transcripts on trainings based on Genmab employee interests and synthesized those transcripts to be uploaded into the GPT, allowing for the tool to be centralized and adaptable.
- **Specialized datasets**, empowers employees with AI-driven tools and personalized guidance, boosting productivity and innovation.
- By improving the Learning Management System (**GenLeap Academy**), and aiding in curating the training course catalogue with relevant media, we equipped employees with essential skills to sustain success and foster a culture of innovation.
- Adhering to the **6 principles of UX/UI design**, we have satisfied user needs and made our tools accessible across Genmab

References & Acknowledgements

1] Englhardt Z., et al. "Exploring and Characterizing Large Language Models For Embedded System Development and Debugging" arXiv Preprint (2020).