Building the Digital Mindset for the Future

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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.
- This project focuses on identifying employees' varying levels of digital knowledge and provides them with a specialized learning tool of a custom Generative Pre-trained Transformer (GPT) and Digital Learning journeys.

Justification
- 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.

Implementation Plan
- IT&D
  - GenLeap Academy
  - Digital Mindset Learning Journey
  - External Learning
  - Custom GPT
  - Enterprise Rollout
  - Training Course Catalogue
  - Data Compilation & Synthesis
  - Integration

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 & Analytics with 30% 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% agreement with accuracy of GPT tool, impact on learning, and new information provided.
- 50% agreement on ease of integration into current workflow and clarity of GPT responses.

Survey Data
- 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 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 adding 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