



Stanford eCorner

Why is Genentech the Best Company to Work for?

Joe McCracken, *Genentech*

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In 2006, Fortune ranked Genentech as the best company to work for. McCracken shares their secret: it is the empowerment of the employees and the validation of their hard work, which comes in the form of gratified patients.



Transcript

So Fortune Magazine every year keeps a list of 100 Best Companies in America to Work For. We've been on the list for a number of years. Last year, we were all surprised but honored to be named by Fortune Magazine the number one company to work for America. People will ask, what makes Genentech such great company. Universally, the answer is clear. Benefits, some of the things that we have at the company are nice. But what makes Genentech a great place to work for is the fact that everyone in Genentech feels like they're making a difference in patient's lives. If you come and visit our campus, you'll see billboard-sized photographs of patients all over our campus. We get stories from patients who had been treated with our drugs whose lives had been changed and we invite them to come to Genentech and speak to the employees. There's nothing that's more motivating to our employees than having someone come up in front of our group and tell us that they were diagnosed with cancer, that their physician told them that they should get their affairs in order, that they were treated with one of their drugs, they've been in remission for four years and they've been able to see their grandchildren graduate from high school.

That's the most motivating thing that ever happens in our lives at Genentech.