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**Genentech and the TINE Group named 2010 ICF International Prism Award winners**

**LEXINGTON, Ky., USA** – One of the world's leading biotech companies and Norway's largest dairy group are the recipients of the 2010 ICF International Prism Award which honors their commitment to coaching as a leadership strategy to accomplish business goals.

Biotech industry leader Genentech, acquired by the Roche Group in March 2009, and private dairy company the TINE Group will be recognized in an awards luncheon at the ICF Annual International Conference in Fort Worth, Texas, Oct. 27.

"The Prism, our most prestigious award, is granted to those who invest time, energy and finances into making coaching an integral part of their business culture," said 2010 ICF President and Master Certified Coach Giovanna D'Alessio. "Both Genentech and the TINE Group have implemented exemplary coaching programs which have resulted in improved business performance. We are privileged to honor their success."

Through the vision of CIO Todd Pierce, in 2007 Genentech implemented a cutting-edge approach to coaching through the Personal Excellence Program (PEP) which today has offered coaching to more than 400 employees at every level within the IT department at the company's headquarters office in South San Francisco, California, United States. With the intention to "create a culture of coaching and development," PEP has succeeded in increasing employee productivity and customer satisfaction, improving employee communication and making a significant, measurable business impact. PEP is conservatively producing an estimated 1.5 to 2 dollars for every dollar spent to deliver PEP, an impact study concluded.

"Through PEP, we have created a smarter, more agile and more responsive organization," said Genentech CIO Todd Pierce. "There is greater collaboration across functions, customer relationships have improved, employee engagement is noticeably higher, and we are better positioned to respond to change and lead technological innovation."

The Norway-based TINE Group is using coaching as a tool to improve leadership within the company. Since 2005, at the wishes of CEO Hanne Refsholt, 400 managers have been through a program that teaches a coaching leadership style and offers individual coaching. TINE has extended coaching even further by initiating a coaching program for their advisors of farmers—350 advisors have received coach training to work with farmers more effectively. TINE attributes increased global competition, improved leadership styles and better customer relations to their coaching program.

"TINE has subsidiaries in the USA, England and other Scandinavian countries. We believe the effects coaching has given shows this is one of the best ways of developing our employees, and we will start expanding the coaching as a leadership skill abroad," said Stein Aasgaard, President of HR and International Sales.

Past winners of the ICF International Prism Award include: Solaglas Windowcare, ibm.com North America, SYSCO Food Services of Canada, the BBC, MCI, University of Texas at Dallas, Verizon Business, IBM, NASA and Deloitte.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

The International Coach Federation is the leading global organization for coaches, with over 16,000 members in more than 100 countries, dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed

coaches. The ICF is the only organization that awards a global credential which is currently held by more than 6,600 coaches worldwide. For more information on how to become or find an ICF Credentialed coach, please visit our website at [www.coachfederation.org](http://www.coachfederation.org).

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