

Brilliant Ink in Action

Elan Pharmaceuticals: Streamlining Operations, Educating Employees



The challenge

Elan Pharmaceuticals, based in South San Francisco and Dublin, Ireland, has a bold vision: to redefine the future of neurological therapies. To realize this vision, Elan's research focuses on those who matter most – people living with neurodegenerative and autoimmune diseases like multiple sclerosis, Parkinson's and Alzheimer's. In 2010, the company streamlined its operations to be more patient-centric, and enlisted Brilliant Ink to help educate employees on the changes.

What we did

Took a seat at the table

- Joined the operational excellence communications team, which included members from operations, HR communications and facilities, to plan how best to communicate changes to employees.

Established plan of attack

- Developed and managed comprehensive communications plan, including input from all members of operational excellence communications team.

Educated employees

- Created "Working Smarter Together" microsite on company intranet with details of organizational changes, archive of related announcements, Q&As, etc.
- Developed biweekly operational excellence progress reports from leadership to all employees.
- Drafted numerous additional materials, including newsletter articles, Town Hall presentation content and more.

The results

While organizational changes continue at Elan, anecdotal feedback we received from our client indicated leaders were satisfied with the level of communications delivered, and employees understood the rationale for organizational changes. Here's what our client had to say:

"I had a real sense that I had a team ... and it was Brilliant Ink. They became a lead for some of the work in our operations group. I felt very partnered with [them]." – Director, Internal Communications

