

CASE STUDY

A revenue management company

A gamified workshop experience to understand unconscious bias and Diversity & Inclusion at the workplace



Program

A gamified workshop experience to understand unconscious bias and D&I.

Objective

- While D&I has always played a major role in driving innovation and results, this was cemented as one of the key values for this organization, only recently.
- Hence, the objective of the program was to introduce and make participants aware of the six prevalent unconscious biases that exist in teams.

Audience

- This program was designed for the entire leadership team with 250+ leaders from all business units of the company participating.

Solution and Execution

The entire execution was planned through a combination of engagement on an app and a video conferencing platform.

A gamified solution was designed on the app with an interesting storyline of 'the chamber of secrets.' On the day of the intervention, participants were sent to breakout rooms of a virtual meeting platform and challenged to crack clues that would help restore a ruined ancient monument.

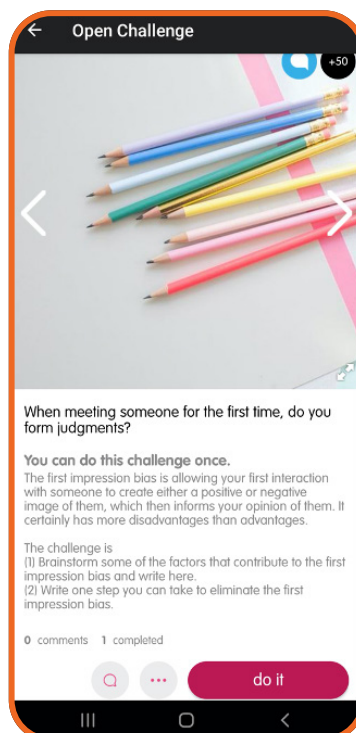
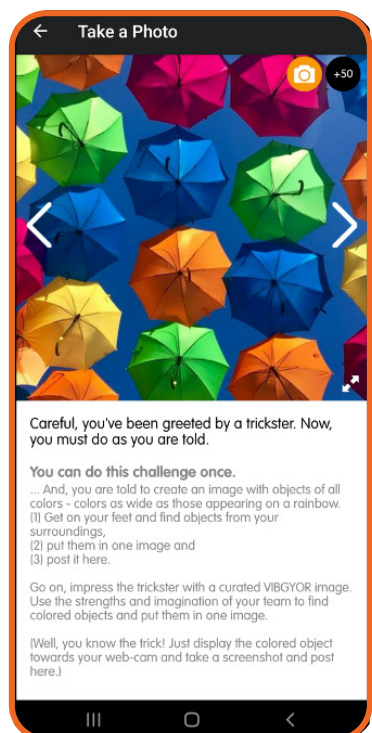
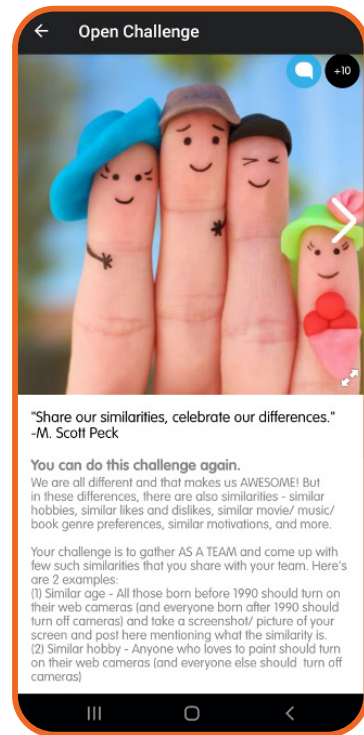
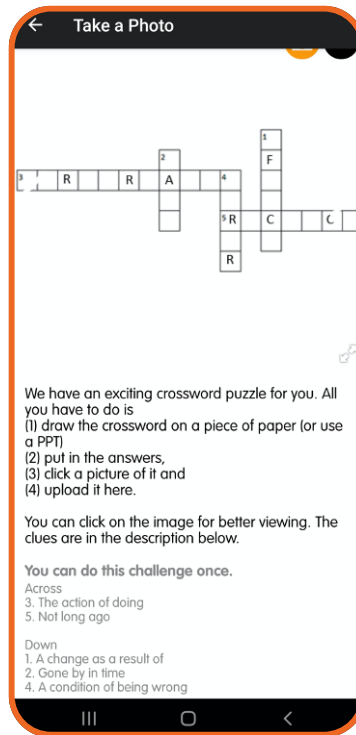
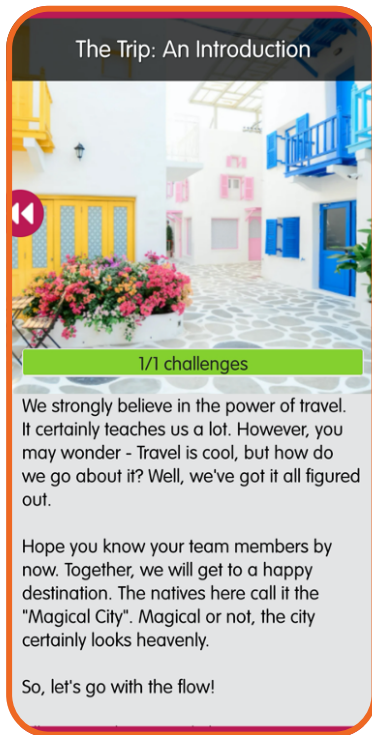
To set the context and as a prelude to the workshop, participants were requested to go through some curated content related to D&I. This also enabled to get the participants to immediately relate to the gamified content and for us to build momentum from the start.

On the day of the workshop, the context was set, the participants were split into teams and then put in breakout rooms. Each room had the same objective – to solve the clues in the shortest possible time. As participants began solving the clues, they were for themselves, also uncovering the widely prevalent unconscious biases, one at a time.

The activity was interspersed with reflective questions. These nudged participants to think about any behavior that they would like to change/

eliminate/ incorporate in their own lives. The whole engagement was finally culminated with a debrief that brought all the learning together in the organizational context.

Some snapshots from the app



Impact:

While the participants had a fun and engaging experience with each other in the breakout rooms, there were several intangible benefits too.

Participants reflected on how they would change their behavior. Some of the participant inputs that we received are stated here verbatim:

- I will listen to new ideas with an open mind - even if I do not agree with the person
- I will never create stereotypes and prejudices only on looks and other useless traits.
- Check myself before applying any horn or halo effect. Don't judge a book by its cover
- I will focus on the facts and data and remind myself of biases
- Unconscious biasness is difficult to leave behind but not impossible, will try to not look for similar to me effect
- I will monitor my own behavior, question my own decisions and drive a culture where there is Diversity and everyone feels Inclusive
- Giving talent an opportunity to flourish and recognizing that strength comes when different races, religion, ages, ethnicities, sexual orientations, nationalities and social statues work together. This is true inclusion and diversity for me
- Don't judge the employees basis their past performance. Measure them on objective and realistic goals.

We also asked the participants how they liked the gamified activity and if they would like to rate it on a scale of 1-5, and this is what they had to say:

- Brilliant - more than 5 :-)
- Rocking game !!
- Excellent and interesting
- 5- it's been a great activity
- 5; nice new experience of get connected on virtual platform

This is what **our client stakeholders from the company**, had to say about the entire engagement:

Client stakeholder, Head of Learning, Talent & OD

Focus U team, Big thanks for facilitating and designing this engaging activity. Our leaders and managers had a fabulous experience with the collaboration and competitiveness.

Client stakeholder, D&I Lead

THANK YOU to the FocusU team ! It isn't easy to engage a group of 250 + managers. And you did it awesomely well.

About FocusU Engage India

- Amongst the most respected players in the Learning space
- More than a decade of experience
- 4 offices in Delhi, Bangalore, Mumbai & Mauritius
- Conducting around 600 programs a year touching 40000 participants
- Facilitators with international experience & handling multi-cultural groups

We have been fortunate to work with most of the Fortune 500 organizations, and a complete customer list is available at <https://focusu.com/clients/>

Some of our recent customer testimonials are updated at: <https://focusu.com/testimonials/>

A few clients with whom we have worked:





About Us

FocusU Engage is one of India's leading names in the field of Learning & Engagement. The inspiration behind FocusU is a line from Walt Disney that says "Laughter is no enemy to learning". Customers today swear by the FocusU experience when it comes to workshops around a wide range of topics. We run around 600 interventions every year that touches the lives of 40000 people on an average.

We are a restless bunch of ordinary people, united by an uncommon passion to stage WOW workshop learning experiences. What binds us together as a team is a shared belief in a FocusU way of living that we call CHOPS. Read more: <https://focusu.com/focusu-culture/#values>

Our Mission as an organization is "To Inspire We before Me". Read more: <https://focusu.com/to-inspire-we-before-me/>

To know more about us, drop in at www.focusu.com

We are a very friendly bunch, so do feel free to reach out to us through:

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