

CASE STUDY

A Gamified Solution to Address Workplace Unconscious Biases for a Global Technology Leader



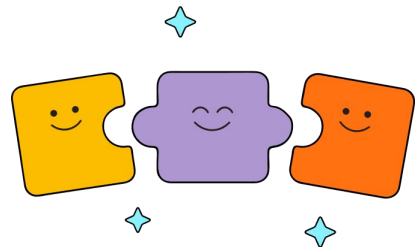
About the Client

The client is a global technology leader renowned for its innovation, extensive product portfolio, and commitment to empowering individuals and organizations worldwide. Focused on cutting-edge solutions in software, cloud computing, and artificial intelligence, the organization is a cornerstone in the tech industry. With a mission to drive productivity, digital transformation, and collaboration, the client consistently demonstrates its dedication to sustainability, inclusivity, and corporate social responsibility, making it a trusted partner for millions of users globally.

Background

The client approached us with a request to create a unique Diversity, Equity, and Inclusion (DEI) intervention. Their goal was to raise awareness about unconscious biases in a gamified, engaging manner—moving beyond traditional DEI activities. They sought an innovative, impactful learning experience that would resonate with participants while fostering self-awareness and inclusivity within their organization.

Problem



The client identified unconscious biases as a significant challenge affecting workplace interactions and decision-making.

These biases subtly influenced inclusivity and team dynamics, hindering a truly equitable work environment.

They required a solution that would:

- Highlight how biases operate in subtle ways.
- Enhance participants' ability to recognize and address these biases.
- Encourage practical strategies to create a more inclusive organizational culture.

Solution

FocusU designed and delivered **Café-Clue-Day**, an immersive, narrative-driven experience aimed at raising awareness about unconscious biases. Set in a serene Himalayan town, the activity placed participants in a vacation scenario that unraveled within a quaint restaurant. Guided by a mysterious menu card, participants navigated six progressive levels, each targeting a specific unconscious bias, followed by a bonus knowledge check.

Intro: Context Setting – Established the significance of unconscious bias in the workplace.

Level 1:

Recency Bias – Explored how recent information disproportionately impacts decisions.

Level 2:

First Impression Bias – Highlighted the long-term influence of initial impressions.

Level 3:

Stereotypes – Addressed the impact of generalized assumptions on actions.

Level 4:

Affinity Bias – Examined the tendency to favor individuals with similarities.

Level 5:

Halo Effect – Showed how one positive trait can skew overall perceptions.

Level 6:

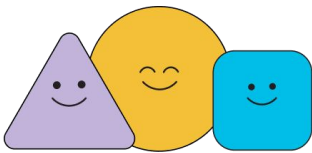
Proximity Bias – Investigated how physical or emotional closeness affects decision-making.

Bonus Round – Consolidated learning with a knowledge check and quiz.

Execution

The Café-Clue-Day activity was executed with precision:

- Participants engaged in a fully immersive narrative, fostering emotional connection and active involvement.
- Each level presented thought-provoking challenges, ensuring deep reflection and understanding of biases.
- The bonus round reinforced learning outcomes through a quiz, cementing key takeaways.



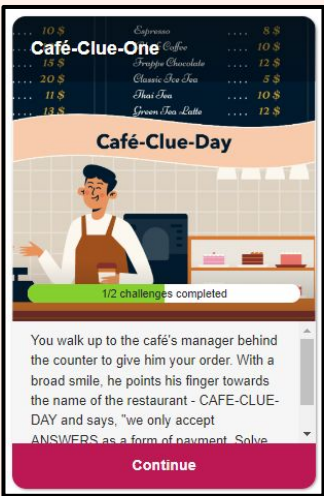
Impact

The Café-Clue-Day intervention delivered measurable and qualitative results:

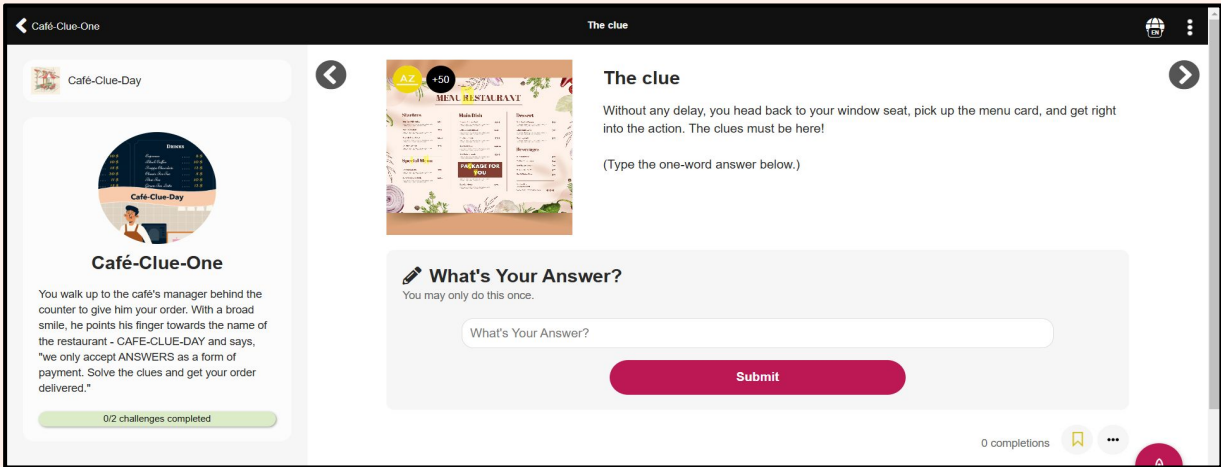
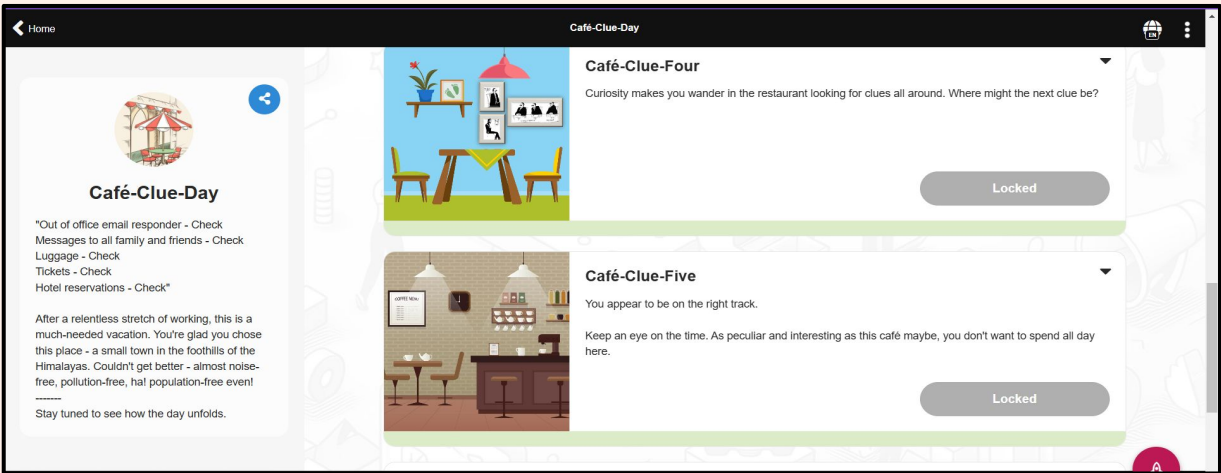
- **Increased Awareness:** Participants gained deeper insights into unconscious biases and their implications.
- **Practical Strategies:** Enhanced ability to identify and mitigate biases in workplace interactions.
- **Cultural Shift:** Strengthened commitment to fostering an inclusive and equitable work environment.
- **Engagement:** The gamified approach successfully balanced depth and fun, ensuring lasting impact.

Glimpse of the Digital Experience

App view



Web-app view



Conclusion

Café-Clue-Day exemplifies how innovative, experiential learning can address complex workplace challenges like unconscious bias. Through engaging storytelling, interactive scenarios, and practical insights, FocusU empowered participants to build a more inclusive and equitable culture, aligned with the client's mission and values.



To know more about us, drop in at:

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