



Diversity and Inclusion

This case study looks at how a Serious Game (aka Immersive Learning Simulation) will be used to challenge employee's perceptions, beliefs and actions within a retail bank.

No matter where you work, live or play diversity and inclusion are sensitive issues that need to be addressed appropriately. Employers are finding discrimination is present within their organisations, whether that is between staff or staff and customers. Discrimination can be against groups or individual's race, sex, age, beliefs and much more.

The aim of this serious game is to raise awareness and acknowledge learners own behaviours while taking into consideration others values and beliefs. Through looking at daily tasks, interactions and tackling issues and opinions that may cause conflict, this solution conveys the notion of 'behaving inclusively'.

The Diversity Game sets worlds apart, where not one being is the same as the next, challenging your own perceptions, beliefs and understanding. Not knowing where you fit within this fictional world you are faced with tasks, judgement decisions and responsibilities all needing completion to the best of your ability. It is here the learning boundaries are stretched in order to fulfil the learning requirements and objectives of such required training.

PIXELearning[®], a serious games developer, were commissioned to develop this ambitious and innovative application. The client's core aim is to provide an effective method of learning that meets the required learning objectives for organisations in an appealing and efficient way. PIXELearning[®], endeavour to deliver truly engaging business simulations that challenge user's perceptions while offering a value added 'learning by doing' experience.

Within this particular organisation 27,000 employees are required to complete regular diversity and inclusion training as they recognise the value of what alternative views can bring to the way in which a service is delivered. Previously, employees of this bank followed a traditional facilitated training programme which although successful, became expensive classroom based training and without change led to '*diversity fatigue*', thus resulting in a lack of emotional connection that was necessary. With this in mind it has been said by this company that the focus has moved beyond awareness and is much more about '*behaving inclusively*'.

This company needs to focus its efforts on achieving particular business needs, principally diversity fatigue, which can be conquered through effectively engaging the current and new generation workforce by creating a personalised journey that truly reflects the users own personalities and behaviours.



Offering a semi fictitious/futuristic setting with non-human characters offers a hybrid experience allowing the simulation to reinforce specific concepts, thus allowing the user to take a step into a 'characters' shoes instead of their own. It allows the users' key decisions define their own unique performance.

Any solution or application to work alongside or replace current diversity training faces challenges that result in a thorough thought process. The most critical element to take into consideration is making it relevant and applicable to the users. If it doesn't appeal or engage the users in relevant material the application would become redundant. To overcome the barrier of various PC environments PIXELearning® develop all of their games using flash which is installed on approx 98% of all computers.

Looking ahead, the end achievement of these learning objectives is to increase employee productivity across enterprise as a whole. Other noticeable achievements will be the reduction of training costs and risk reduction.

The solution is an extremely ambitious and innovative online game aimed at tackling issues around diversity and inclusion topics.

A Serious Game is highly rich and cost effective in its delivery therefore addressing the issues of expense associated with face to face training. Having a theme helps to conquer obstacles of out-dated training that failed to tackle such a sensitive issue. By aiding in the removal of participants concerns all characters are different allowing users to acknowledge and cope with apathy and reluctance.

Based in outer space where not one character is the same, conflict needs resolving, disciplinary action is may be required, setting of own preferences and beliefs. While enhancing learning capabilities users will draw on previous knowledge and experiences to aid in the completion of tasks and challenges.

This Diversity and Inclusion game has gone through extensive focus group testing, which has brought to light the effectiveness of such approach.