



Fostering Diversity in Games

Elaine Chase - Wizards of the Coast

Mary Olson – 343Industries

Leah Hoyer – Telltale Games

JC Lau – Bungie

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GAME DEVELOPERS CONFERENCE* | MARCH 19-23, 2018 | EXPO: MARCH 21-23, 2018 #GDC18





Hi

I'm @ElaineChase

I work at



and I make



MAGIC
THE GATHERING





We bring people together
through their shared love of games





Our Values



INCLUSIVITY

We value all people and perspectives inside our walls, among our players, and in our games. Dragons and elves belong in our worlds, and so do you.



COMMUNITY

We create shared experiences that form the foundation for lifelong friendships.



COLLABORATION

We're at our best when we combine our skills. Everything we create represents the achievement of many passionate minds.



EXCELLENCE

We're all artisans of our own craft. We strive to outdo ourselves every day.



EMPOWERMENT

We hire and empower people to do what they do best. Innovation, self-expression, and creativity drive our workplace.



STEWARDSHIP

We're caretakers as well as creators. We recognize that everything we build reaches beyond ourselves and beyond today.



FUN

We're an entertainment company. We're in business to create surprises, build excitement and add to the amount of fun in the world.





Benefits and Beyond



Benefits

Perks

Community



Half-day Fridays, year-round



Subsidized on-site daycare



Free on-site gym, with
subsidized personal trainers



Flexible work schedules



Free and discounted products



4 hours/month paid volunteer
time



On-site espresso bar



Free soda





The job description is the first conversation between you and your eventual hire.



- Describe the team they'll be on
- Emphasize how they'll contribute to success
- Keep "requirements" to a minimum
- Avoid loaded words
- Clearly state a commitment to diversity
- Get a diverse group of current employees to review it!





Are you....

- As passionate about the craft of management as the craft of game design?
- Excited to manage a group of experienced, versatile, game designers involved in a wide array of projects?
- A fluid and flexible leader who is people-centric and nurturing, with the skills to deal with a variety of personalities and situations?
- Comfortable with rapid project generation and evolving requirements?
- Passionate about Magic: The Gathering (or ready to become so!) and excited to join the Magic R&D design group?
- Attuned to the needs and desires of current and potential trading card game players, including casual players, brand-new players, and deeply experienced players?
- Excited about working on a lifestyle game that has been a part of gamers' lives for many years? Players have been enjoying Magic for 25 years. We're here to make the next 25 years even better.

Then we would love to talk to you about an open position we have in Magic R&D for a new Design Manager. The Design Manager manages a team of 5-7 experienced designers with a wide variety of skill sets and backgrounds. These designers both lead and serve on card set design teams, new product design teams, data analysis and other fast-moving projects and products. The Design Manager manages the resourcing and allocation of this group, while engaging and encouraging their development into superlative designers and teammates. The Design Manager also gets to participate in design tasks, working on a variety of projects as their time and interests permit.

In Magic R&D, we believe diversity of experience is fundamental to creating broadly accessible and fun Magic experiences for *all* of our players. We encourage everyone to consider being a part of our team.





markrosewater



phyrexiathings asked: In the ongoing representation efforts by wizards, left handed midget serial killers born in Croatia named Steve seem to have been left out. When is the discrimination going to end?!?!

I get that you're trying to mock diversity and inclusion, but I think it comes from an ignorance of what it means to feel excluded. When you've lived your life in the majority, it's easy to take it for granted that you see yourself represented in the products and entertainment you use.

But every time we branch out (and I'm not exaggerating, **every** time) and represent a new segment of people, I get heartfelt messages from them about how much it means to them to see themselves in the game.

The reason "Wonder Woman" and "Black Panther" have been such cultural touchstones is because it's allowing new groups of people to experience something they've never experienced before.

I get it's easy to mock that when it's something so basic to your experience that you don't even realize it's a thing you would miss if you didn't have it, but I beg for you to try and see life through other people's perspectives just as I always talk about how good designers see the game through different players' perspectives.

Try to take actions that build up the world and make it a better place for everyone than tear it down for others to make your world better in comparison.

🕒 March 17, 2018 ❤️ 3,177 notes





Fostering Diversity in Games

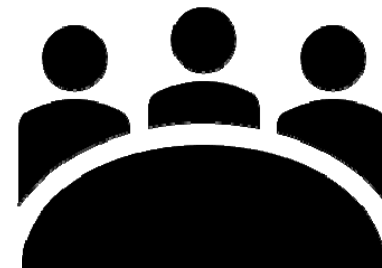
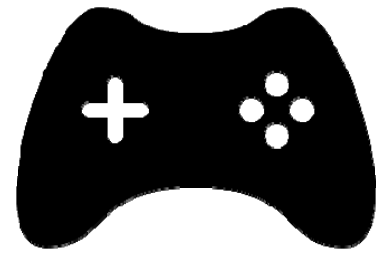
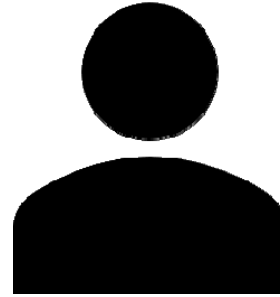
Mary Olson — Executive Producer Halo FPS — 343industries

Diversity from all angles

Industry

Studio/Organization

Individual



Studio/Organization

- Mission
- WiG, Blacks in Gaming, Latinx in Gaming, LGBTQIA in Gaming
- Gaming for Everyone – diversity focus for fans
- Core Values
- Diversity at the Leadership Level
- Hiring/JD Language
- Required trainings



Diverse and inclusive

We don't just value differences, we seek them out and invite them in. As a result our ideas and products are better and our customers are better served.



Individuals

What each of us can do: Stories and lessons learned

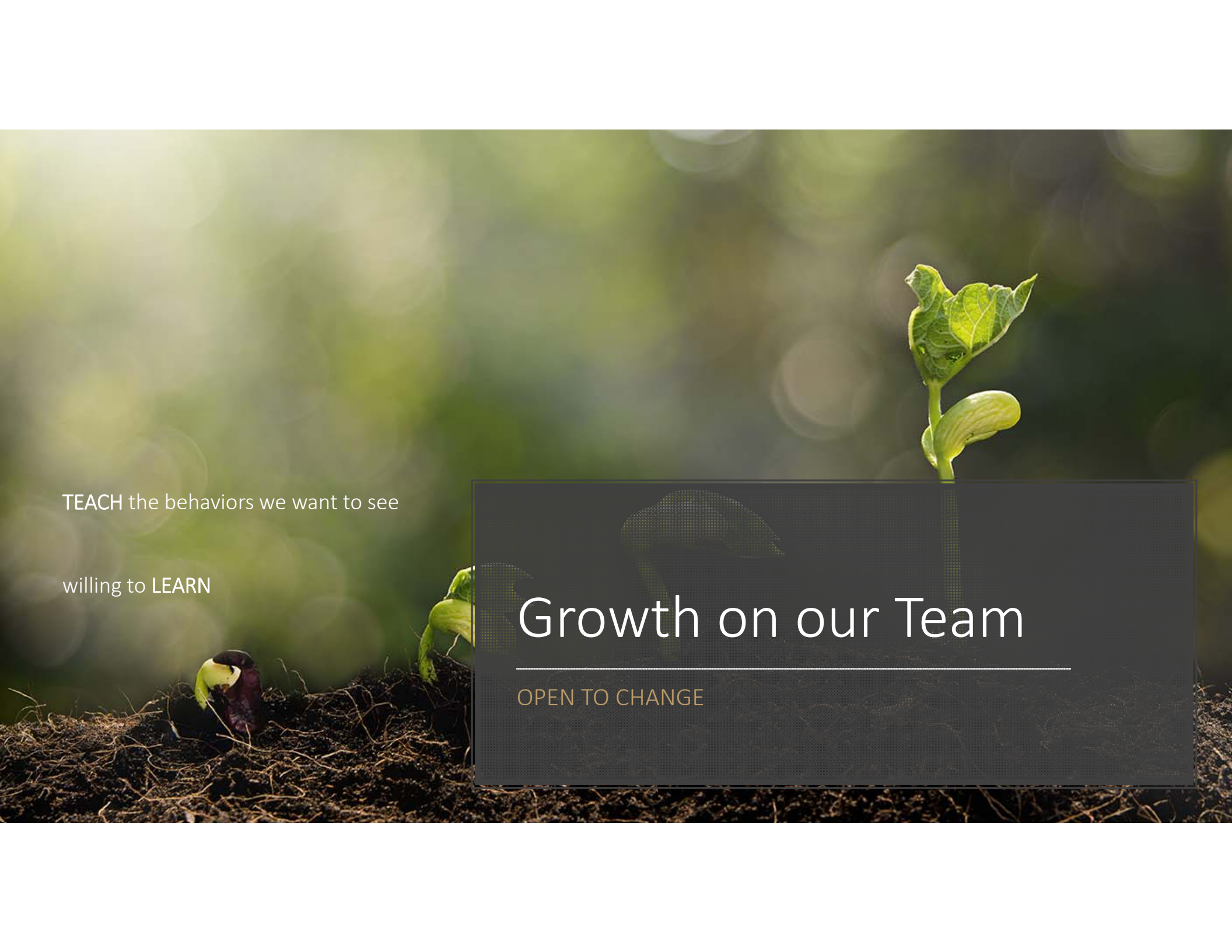
Strong Teams make the best games

Worthwhile Cause

My Story

SHOWING UP IS NOT ENOUGH



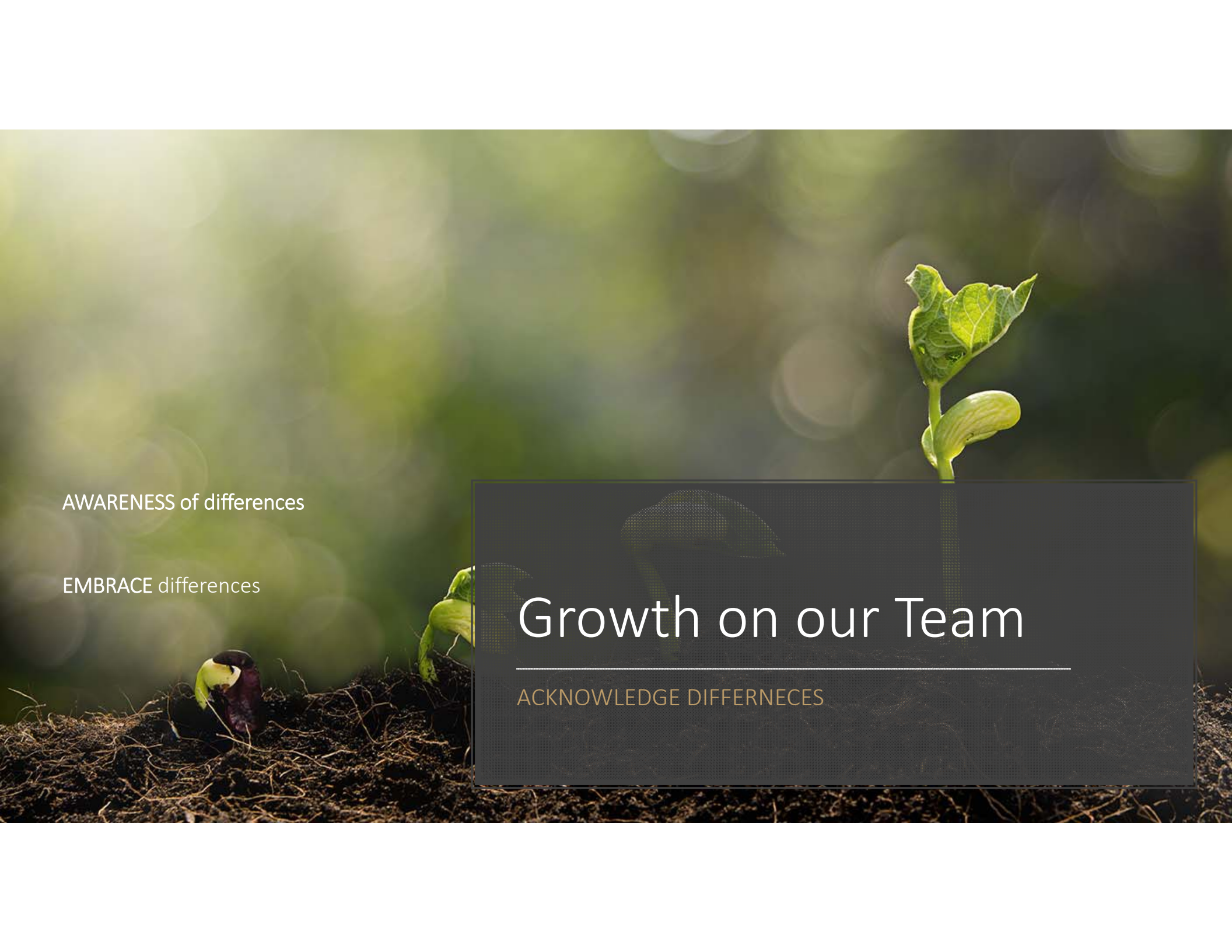
The background of the slide features a close-up of several small green seedlings with two leaves each, emerging from dark, rich brown soil. The seedlings are at different stages of growth. The background is a soft, out-of-focus green with circular bokeh light patterns, suggesting sunlight filtering through foliage.

TEACH the behaviors we want to see

willing to LEARN

Growth on our Team

OPEN TO CHANGE

The background of the slide features a close-up of several small green seedlings with two leaves each, emerging from dark, rich brown soil. The seedlings are at different stages of growth. The background is a soft, out-of-focus green with circular bokeh light patterns, suggesting sunlight filtering through foliage.

AWARENESS of differences

EMBRACE differences

Growth on our Team

ACKNOWLEDGE DIFFERENCES

The background of the slide features a close-up of several small green seedlings with two leaves each, emerging from dark, rich brown soil. The seedlings are at different stages of growth. The background is a soft, out-of-focus green with circular bokeh light patterns, suggesting sunlight filtering through foliage.

Create **SAFE** opportunities to discuss
UNIQUE challenges

Create **ADVOCATES**

Growth on our Team

TRAIN AND EDUCATE

A photograph of three small green seedlings with two leaves each, growing out of dark brown soil. The background is a soft, out-of-focus green with bokeh light effects. A dark grey rectangular box with a thin white border is positioned in the lower right, containing the text 'Growth on our Team' and 'SHOWING UP CAN HELP'.

Growth on our Team

SHOWING UP CAN HELP

Growth on our Team

"up until that point her worldview, the world view that I helped inform, didn't show her that she could have a position like that"

"wanted to be my boss one day like Mary".

"Thanks for helping me teach my daughter that she can be anything she wants to be"





The difference
you can make

Show up



Make room



Keep the
conversation
going



Thank you.



Leah Hoyer

VP, Creative Telltale Games

@LeahHoyer



telltalegames

The power of

Why?



Help wanted:

Narrative Designer



telltale*games*

Help wanted:



telltalegames





Playable Stories

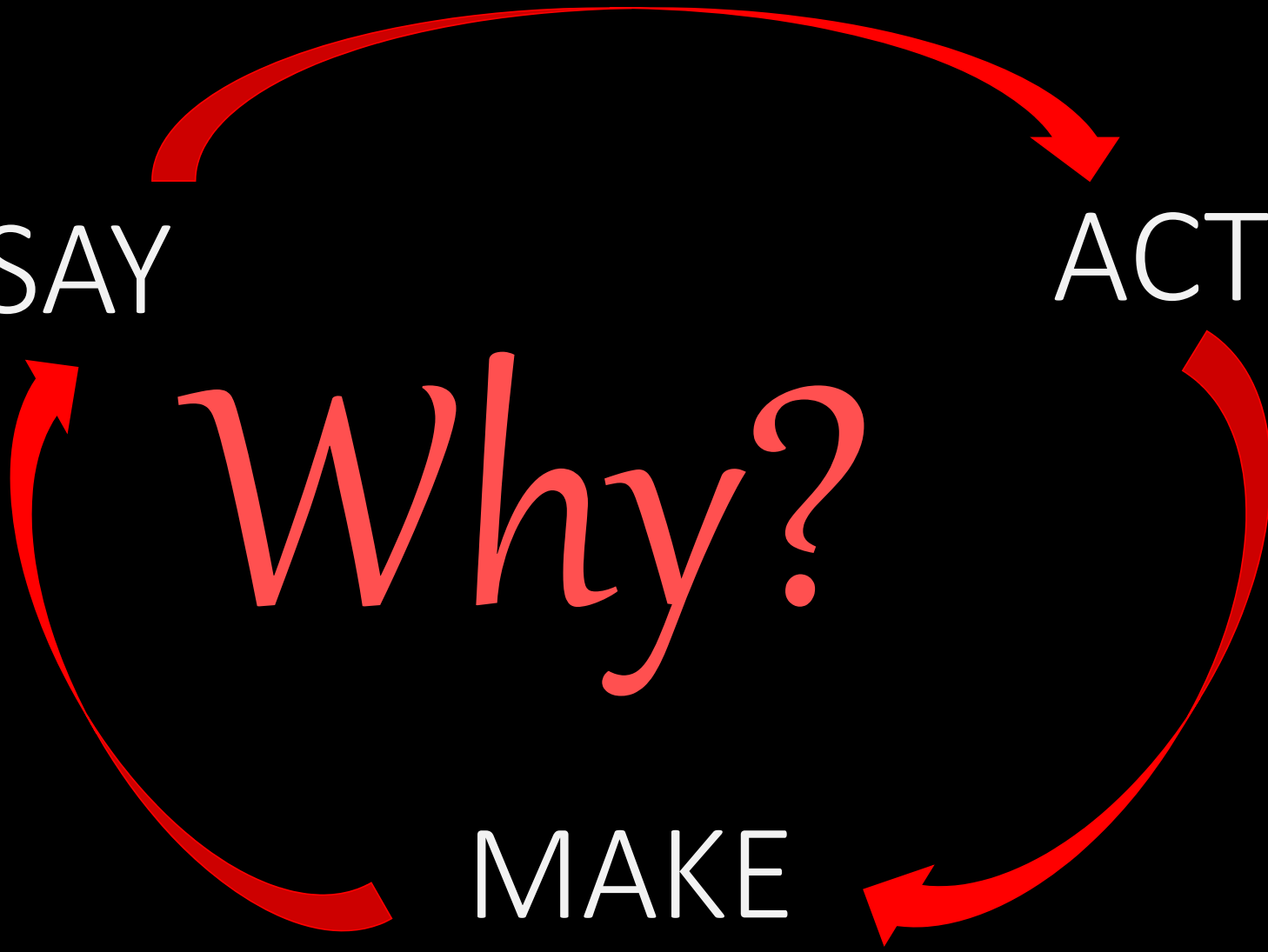
- Story arises from the player's choices
- Consequences: something we can show
- Main characters are inherently empowered to act
 - Jobs (Bobby)
 - Genre (zombie survival)

SAY

ACT

Why?

MAKE




FOSTERING DIVERSITY IN GAMES: THREE PILLARS OF INCLUSION

Dr. JC Lau

Test Engineer // Bungie Diversity Committee



GAME DEVELOPERS CONFERENCE // 2018

DESTINY  2



Teams are stronger than heroes

Teams whose members feel able to speak their mind and take risks will accomplish things no individual ever could. This is why we hold ourselves to a high standard of mutual respect and support and refuse to tolerate toxic behavior, even from superstars.



Player experience first

Bungie is only successful when we deliver extraordinary experiences to players. The first job of everyone in the studio is to know how their work brings joy to our community, and to never get lost in the narrow perspective of their own craft.



Strong ideas loosely held

We know our first idea will never be our best. To succeed despite this, we share our strongest ideas as widely and as early as possible, and provide thoughtful, constructive feedback when others do the same.



Closing is an everyday practice

Closing means selecting an achievable, short-term goal and finishing it completely. Closing forces us to set realistic goals, break big ideas into small ones, and clearly understand our priorities. Closing is how we make progress every day.



Keep it fun

A team that enjoys working together is unstoppable. So be yourself, have a life outside of work, and enjoy the people around you for doing the same.



Put a dent in the universe

We believe that everything worth doing is hard. When we see an opportunity to change the world we're not afraid to roll up our sleeves, break convention, and be called crazy along the way to make it happen.



Widen your perspective

We want everyone to feel their identity is welcome in our studio and in the worlds we create. But we each have our unconscious biases, so we work hard to help one another see our blind spots, amplify underrepresented voices, and always assume the best of one another.

PILLAR: STUDIO

- Diversity Committee
- Leadership
- Recruiting/HR



PILLAR: COMMUNITY

People at our studio have a place in our community

- Events: Seattle Pride Parade, PAX, GeekGirlCon



People in our community have a place in our games

- Showcasing diverse members of the community



PILLAR: INDUSTRY

- Create games that embody our values
- Support and acknowledgement are vital
- Continue discussion with colleagues and peers



GDC[®]

Thank You

Elaine Chase - @ElaineChase

Mary Olson – @maryshokesolson

Leah Hoyer – @LeahHoyer

JC Lau – @drjclau

Kelly Snyder – @KelOfKells

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