Making a Sustainable Change Towards Diversity & Inclusion

Diane Hunkeler
Business Analyst, Wooga

1 year ago

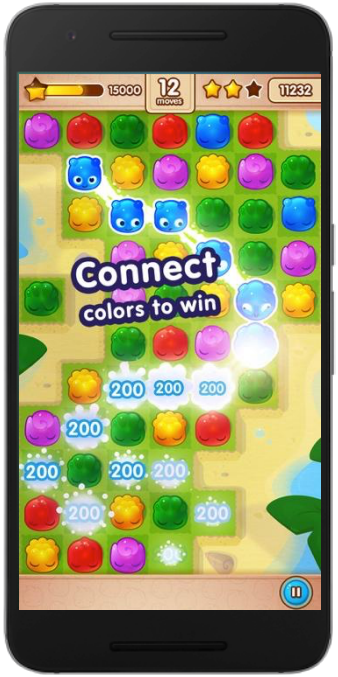
Tinna Nielsen

1) Why?

2) How?

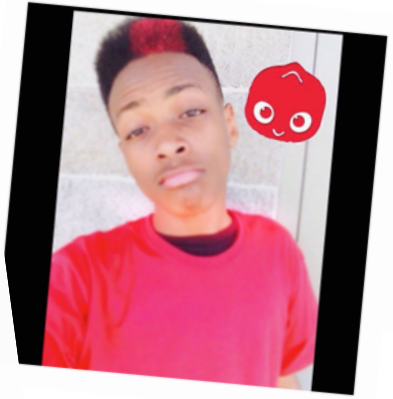
1)Why?

2) How?

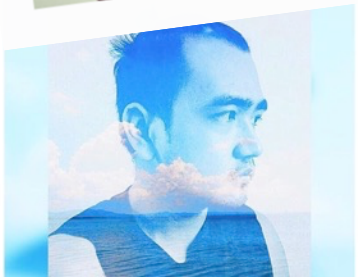


Mobile games

Free to Play

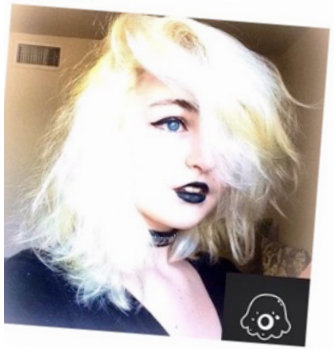
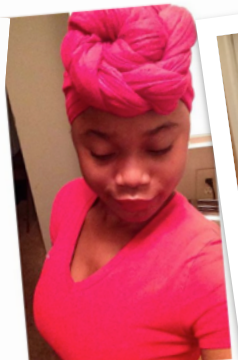


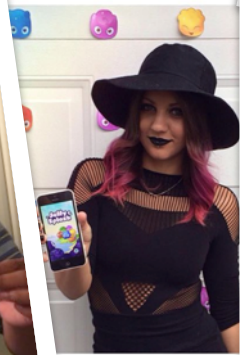
Hello from COLOMBIA



Hello from Mexico

Our players

Hello from USA


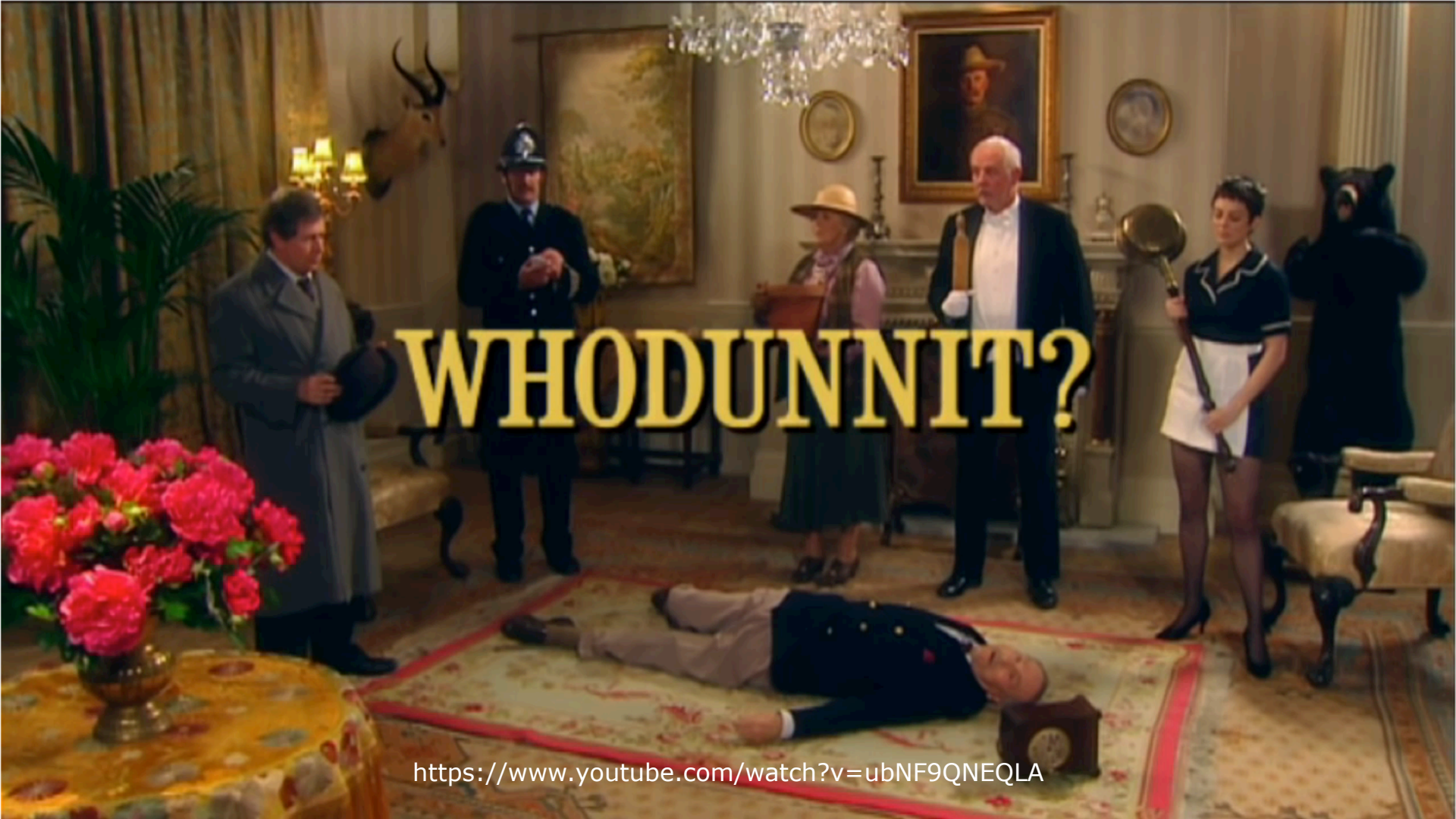
Hello from DANIELA / BRASIL

Dimensions of Diversity

- Gender
- Sexual orientation
- Culture / ethnicity
- Race
- Age
- Ableness
- And more

Create broadly appealing experience

Diverse perspectives are essential.



https://www.youtube.com/watch?v=ubNF9QNEQLA

Did you notice the 21 changes?

Selective attention

Our mind plays tricks on us

You need different view points

It improves:

Financial performance

Productivity

Employee satisfaction

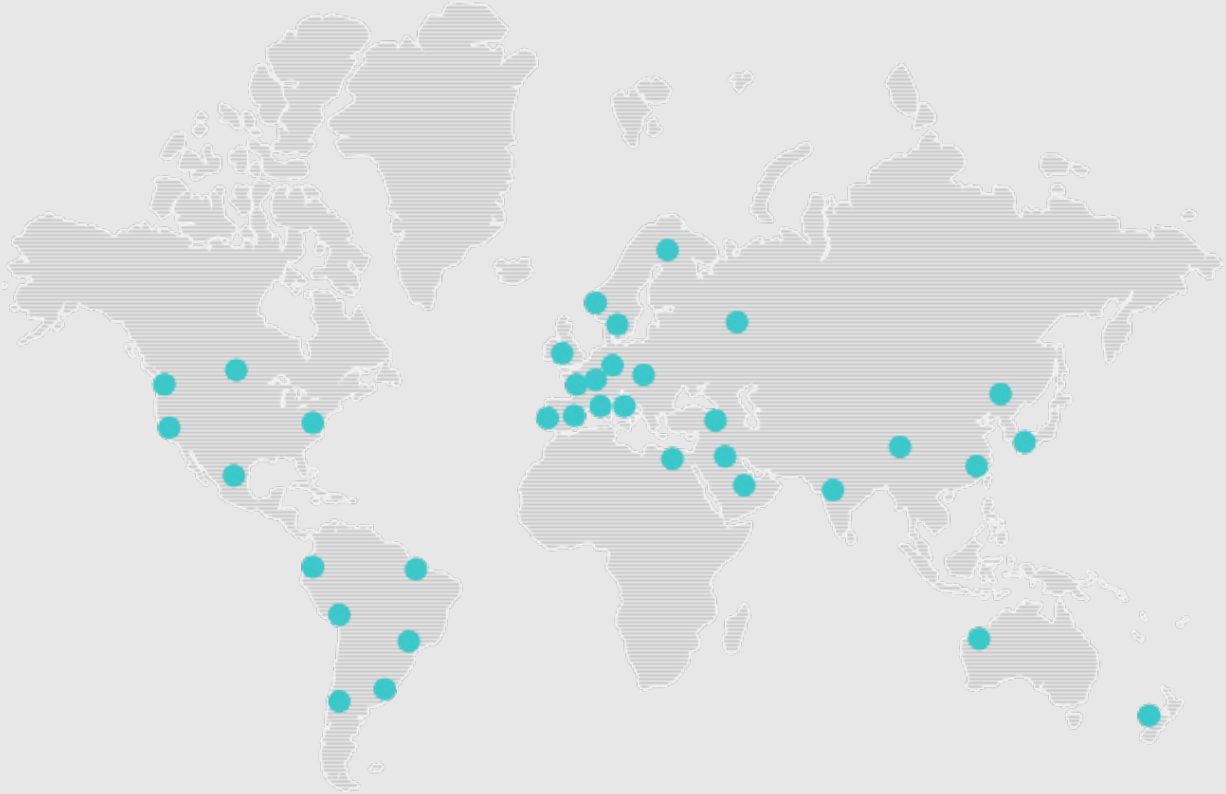
Creativity

Customer satisfaction

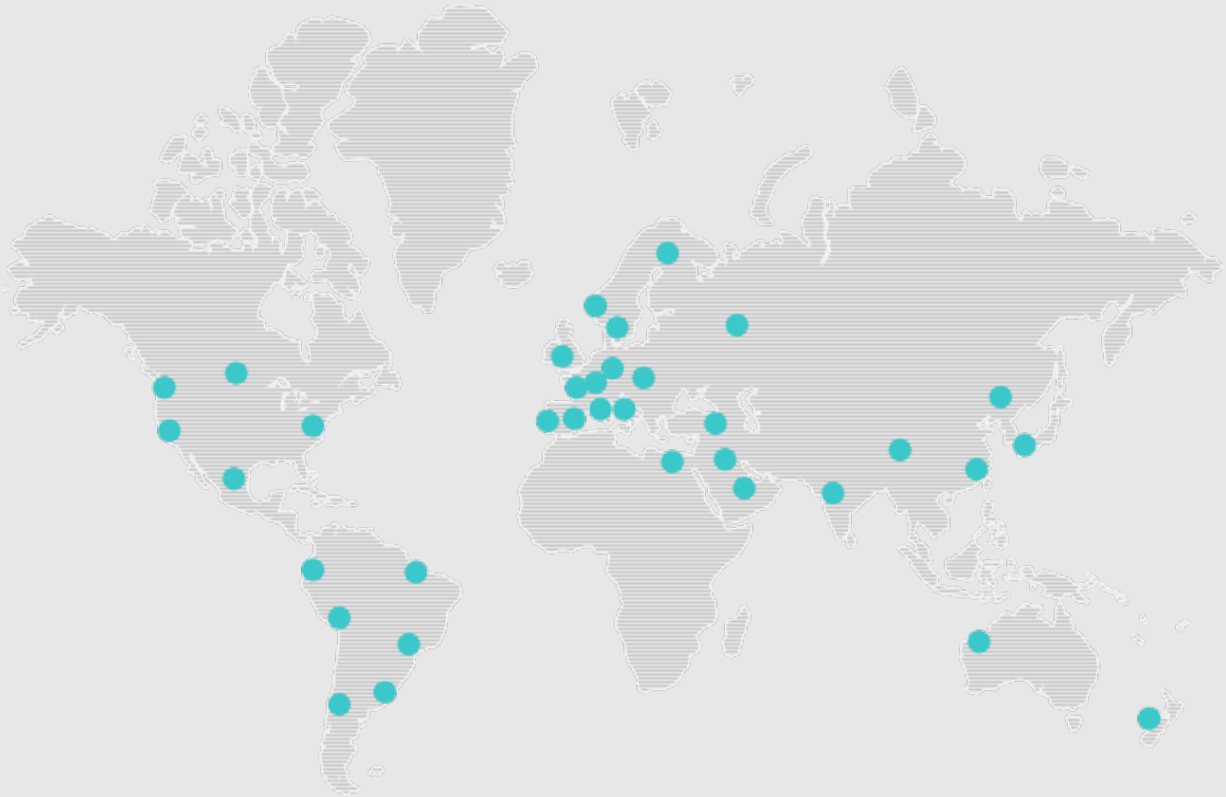
Company reputation

www.catalyst.org/knowledge/diversity-matters

Diversity



40 nations



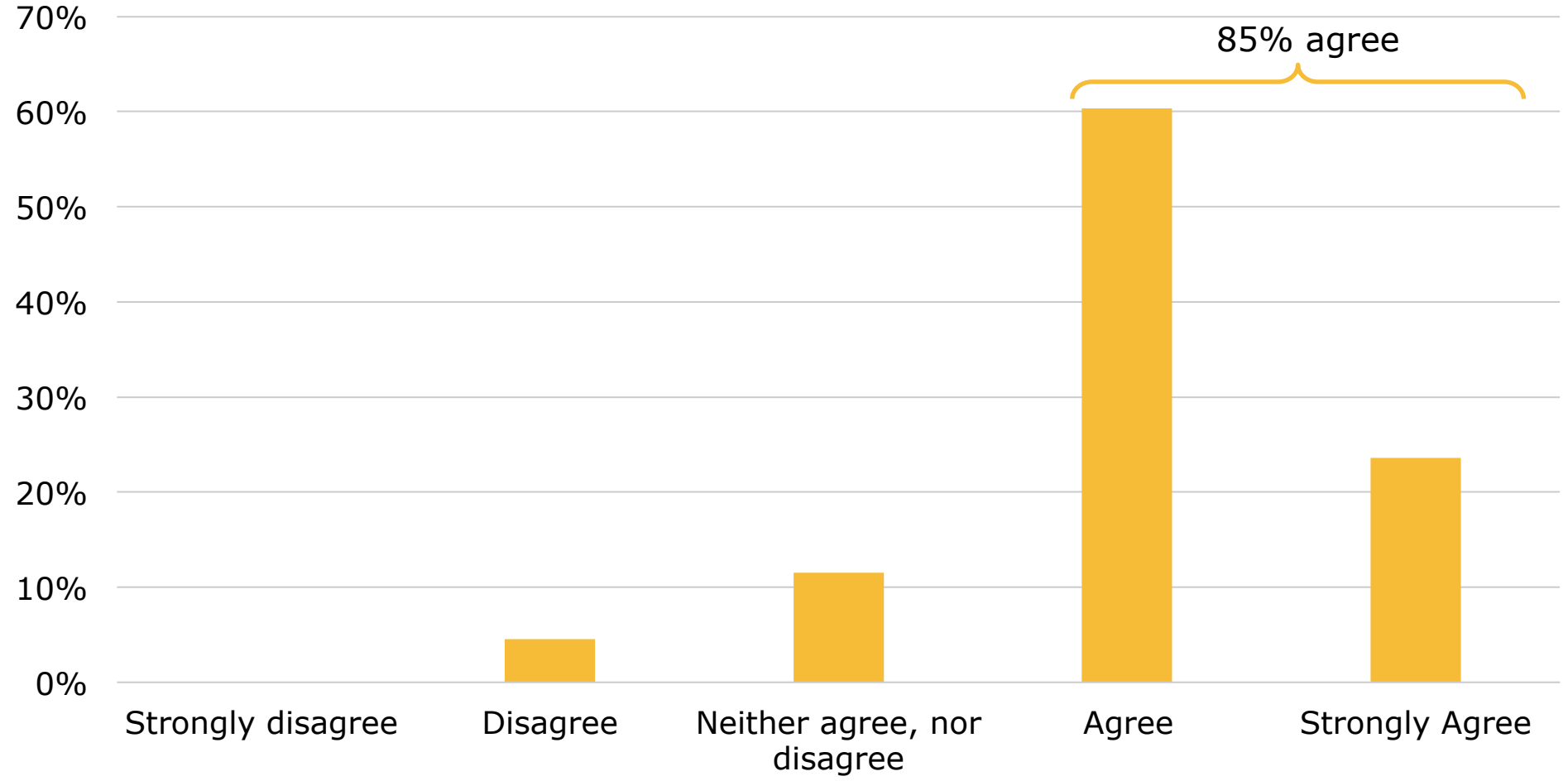
60%

40%

Nationalities	40	60% 40%
Avg. Age	33	
Gender	♂ 72%	♀ 28%
- Game Teams	♂ 80%	♀ 20%
- Engineers	♂ 92%	♀ 8%

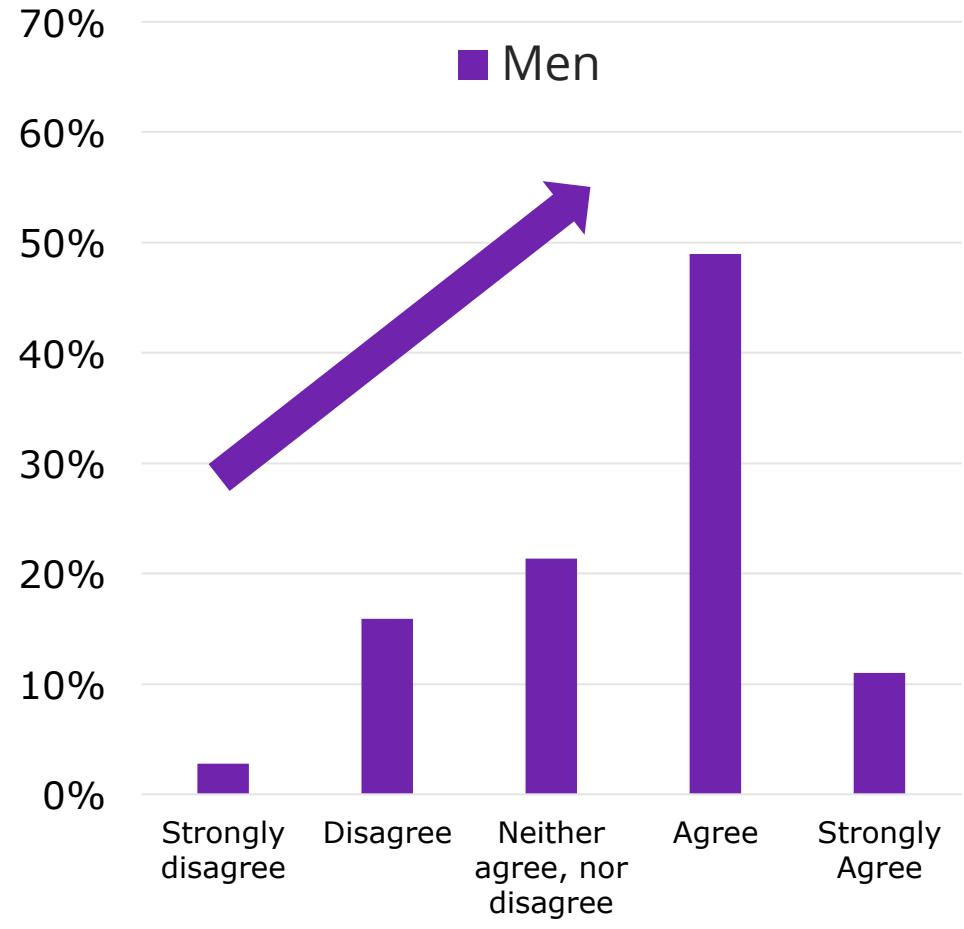
Wooga is inclusive of diverse cultures & values?

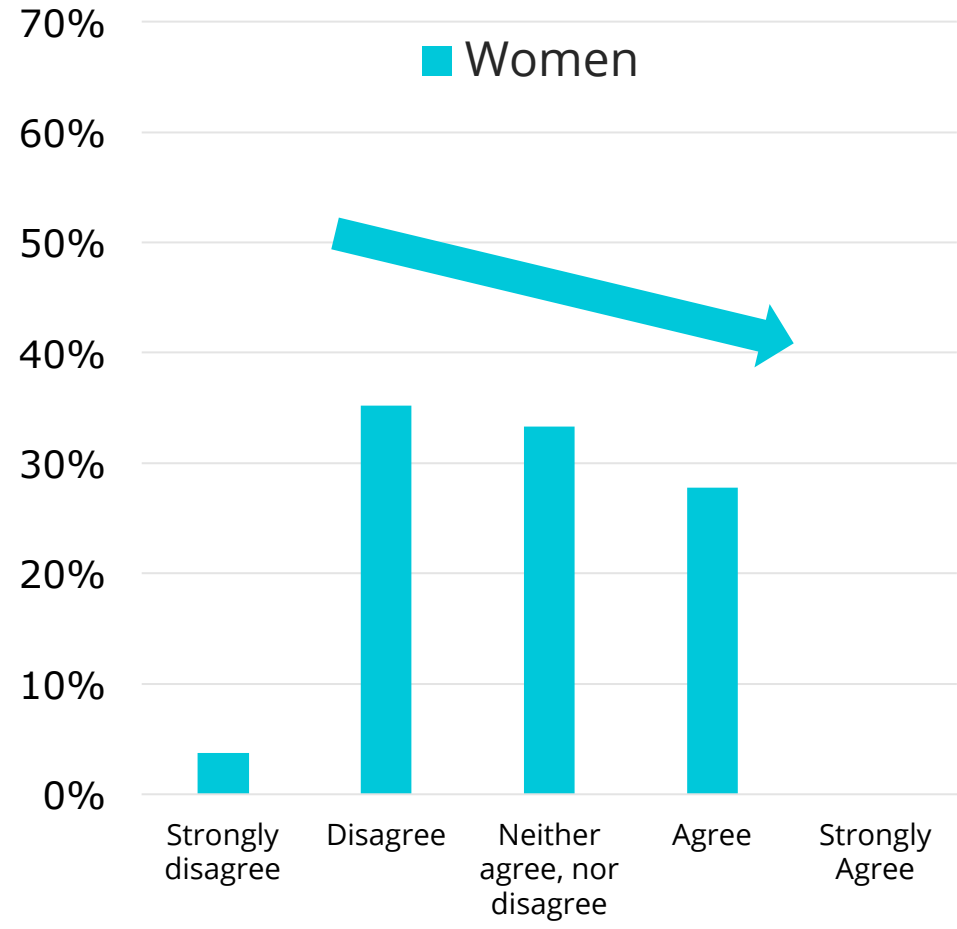
Wooga is inclusive of diverse cultures & values

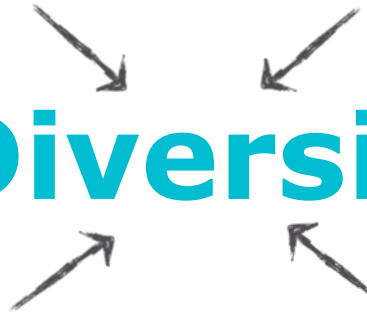


Wooga promotes diverse talent?

Wooga Promotes Diverse Talent







Diversity & Inclusion

Diversity & **Inclusion**

Sustainable diversity = inclusion

A game is the result of teamwork.

1)<u>Why</u>?

2) How?

Build better games

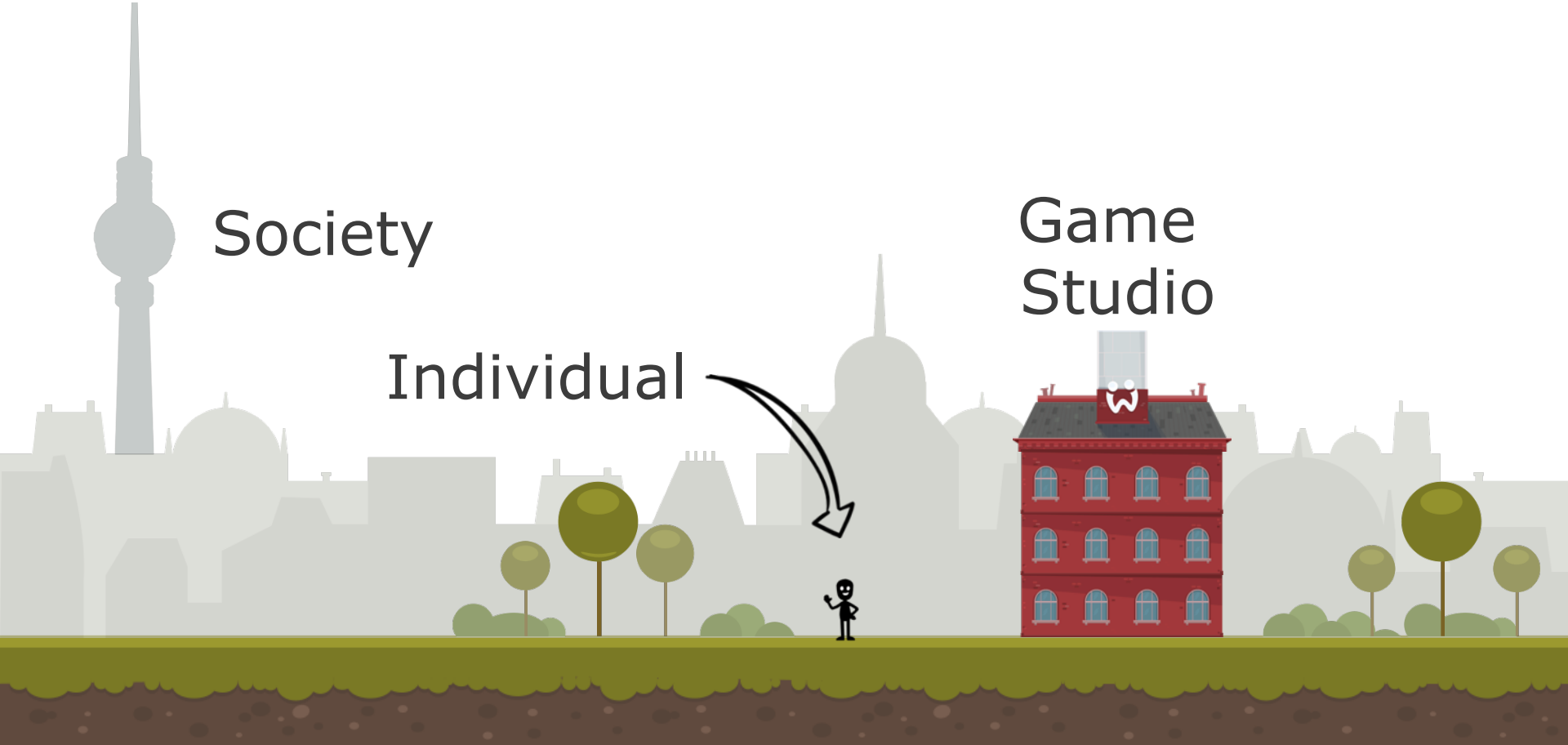
- Player experience
- Blind spots
- Benefits of diversity
- Better decisions

1) Why?

2)<u>How</u>?

D&I Programs

Summarized from: Stephen Frost "The Inclusion Imperative: How Real Inclusion Creates Better Business and Builds Better Societies"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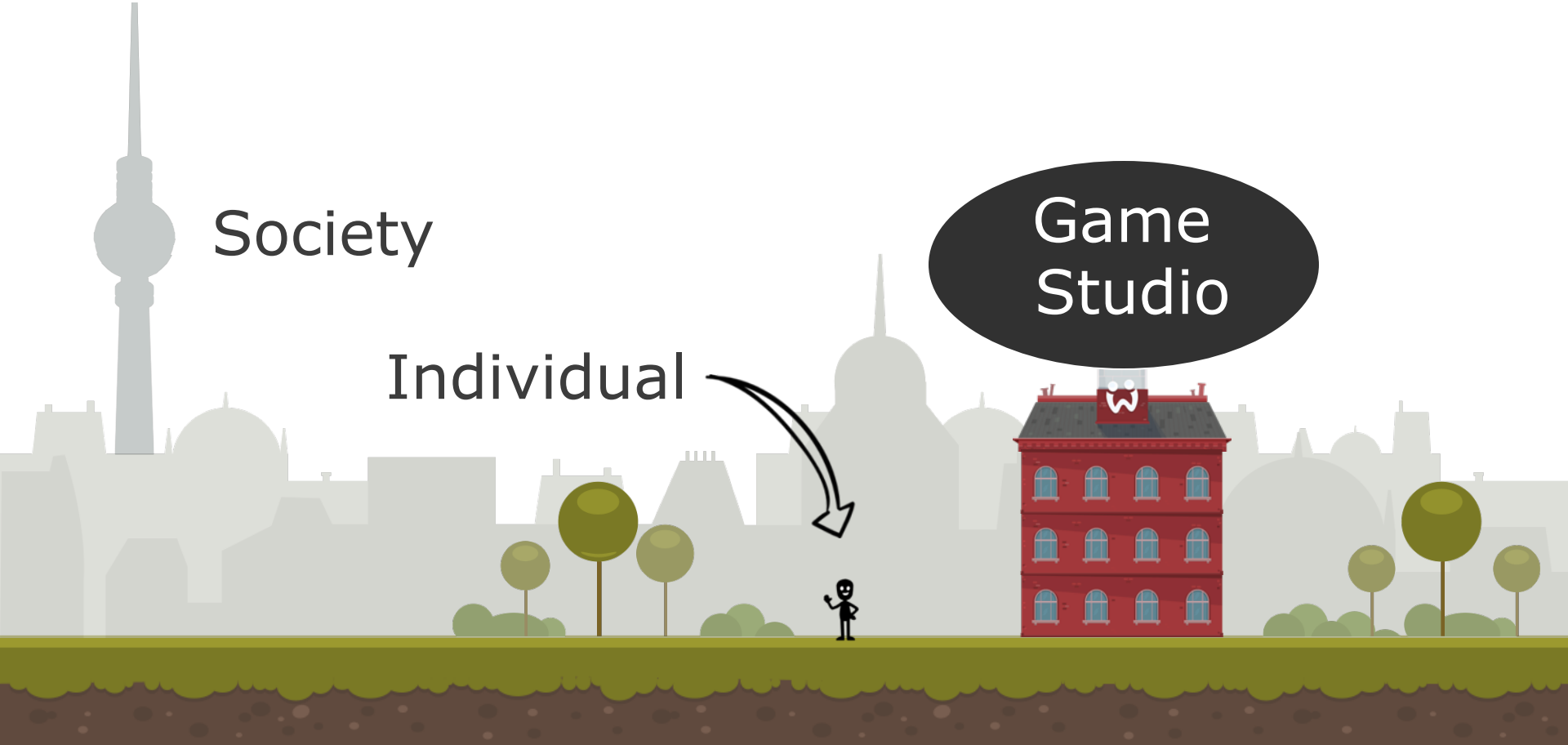
Individual
Game
Studio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Disclaimer

Get started

- Assess culture
  Transparency, self-development, no finger pointing
- Have leadership buy-in
- Link to company purpose

Making the most of our differences to create great games

Get started

- Assess culture
  Transparency, self-development, no finger pointing
- Have leadership buy-in
- Link to company purpose
- Evaluate existing systems
  Performance, talent acquisition, promotions
  → Foster or hinder inclusion?

Avoid things that don’t work

- One time “diversity” talk
- “Fixing” people
- Mandatory trainings*

*Frank Dobbin, Alexandra Kalev – Why diversity programs fail (HBR)

Test Inclusion Nudges

Tinna C. Nielsen and Lisa Kepinski

- Simple interventions on behavior, culture, & systems
- Target decision-making

http://inclusion-nudges.org/

E.g. Nudges when promoting

Inclusion Nudges Guidebook

Full list of candidates

"Who am I forgetting?"

Everyone as "Ready Now"

→ *"Why is candidate not ready?"*

Develop Inclusive Leadership

- Ensure different voices are heard

Solomon Asch Experiment
https://www.youtube.com/watch?v=qA-gbpt7Ts8

We tend to conform to the group.

Group pressure changes our perceptions.

Express a different view, we feel anxiety.

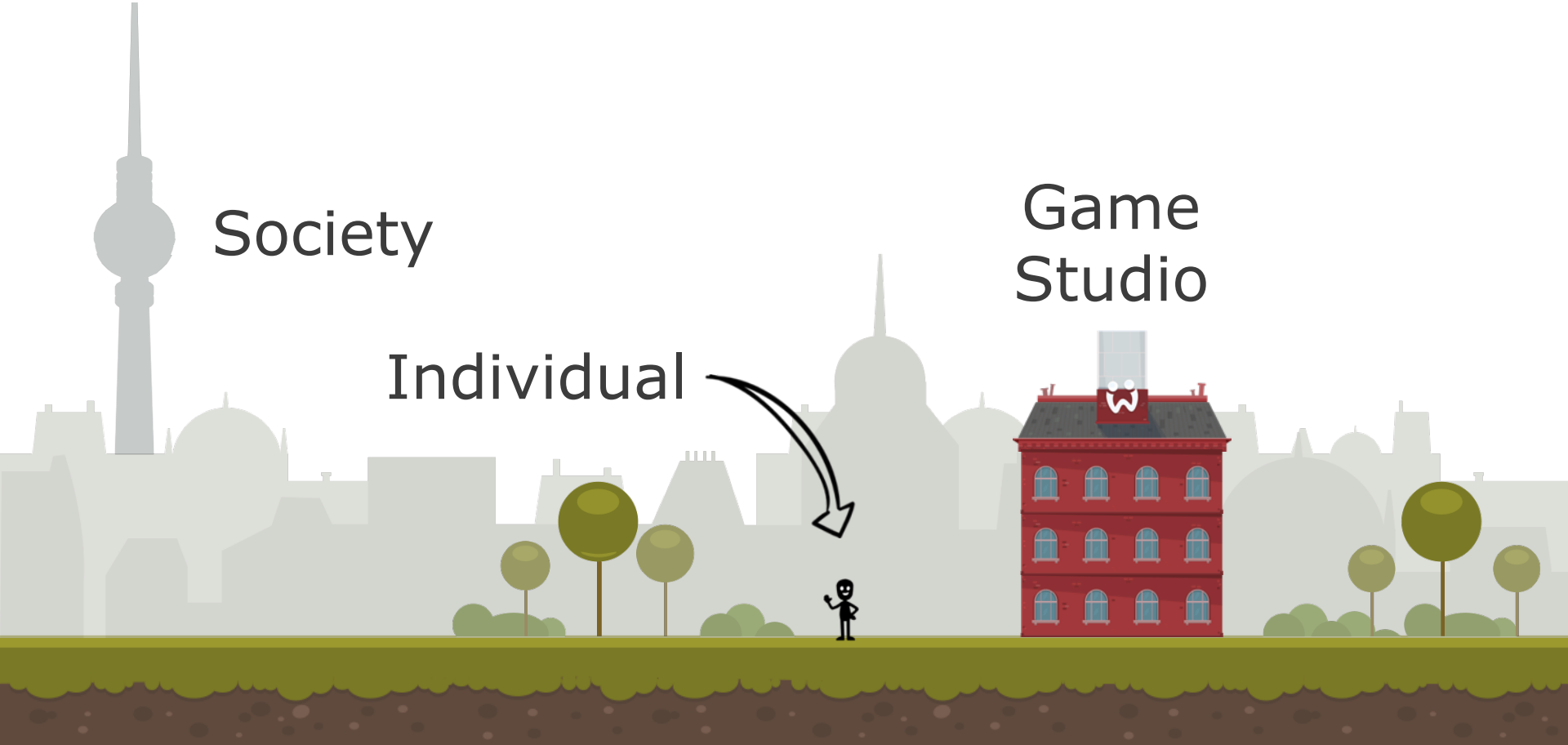
Source: Berns (2005) Neurobiological Correlates of Social Conformity and Independence During Mental Rotation

Develop Inclusive Leadership

- Ensure different voices are heard
- Recognize bias
- Build trust in teams

Because teams thrive in a…

Climate of trust and collaboration towards a shared goal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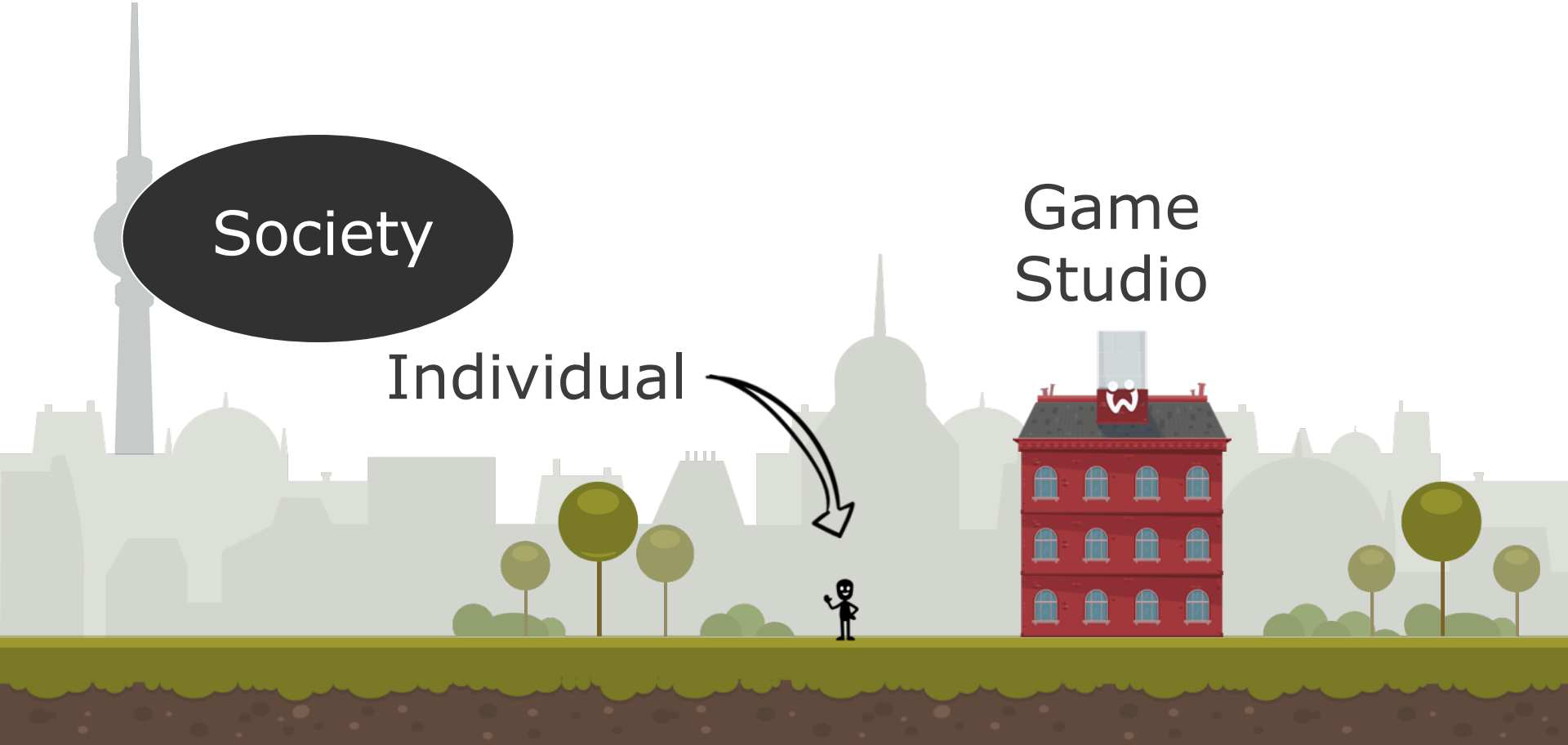
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Organizing

Girls Day

Girls Make Games

Hour of Code

Hosting

Refugees on Rails

Frauenloop

Women Who Code

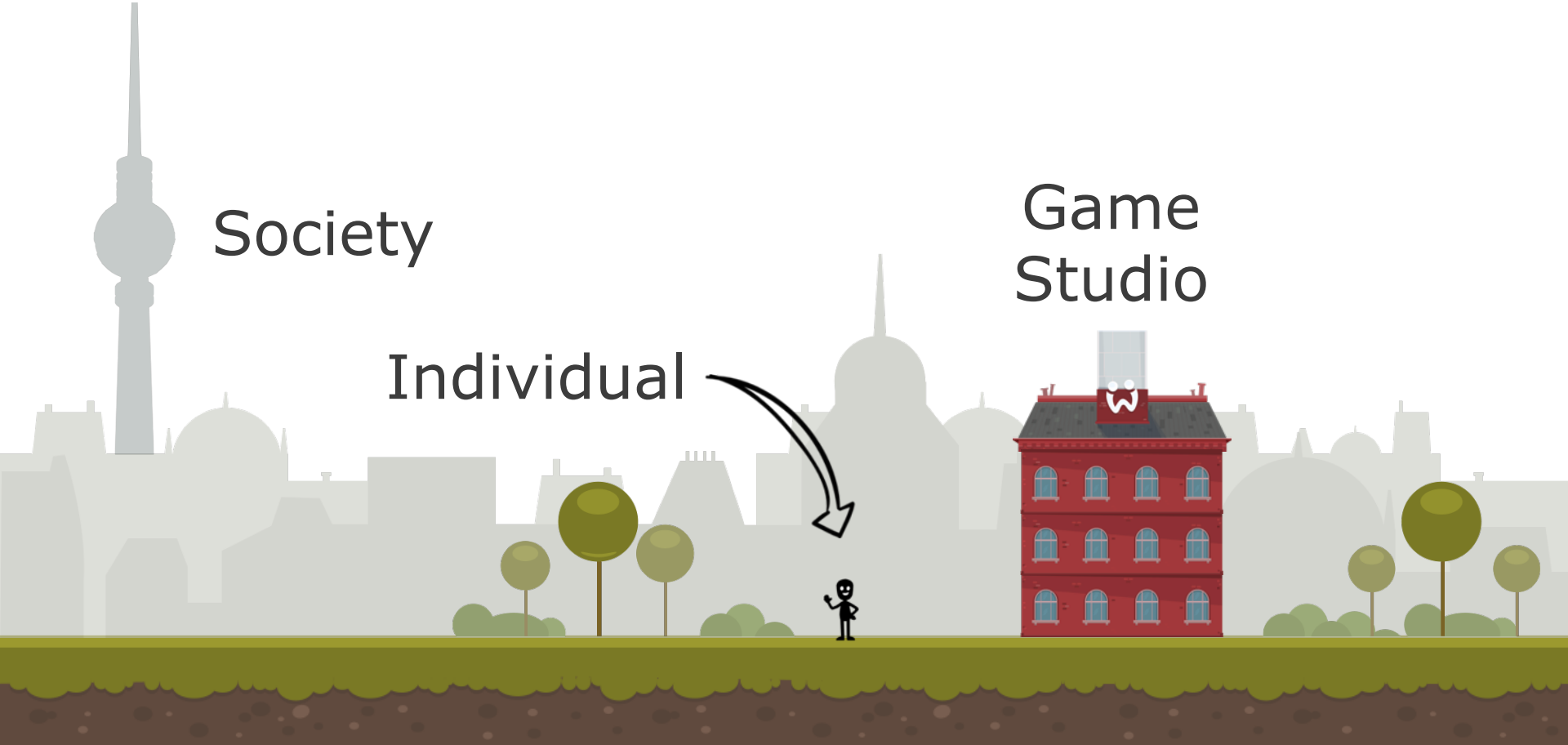
Public Events

Code Documentary

Learning from Google

How it helps?

- Role models
- First experience
- Positive impact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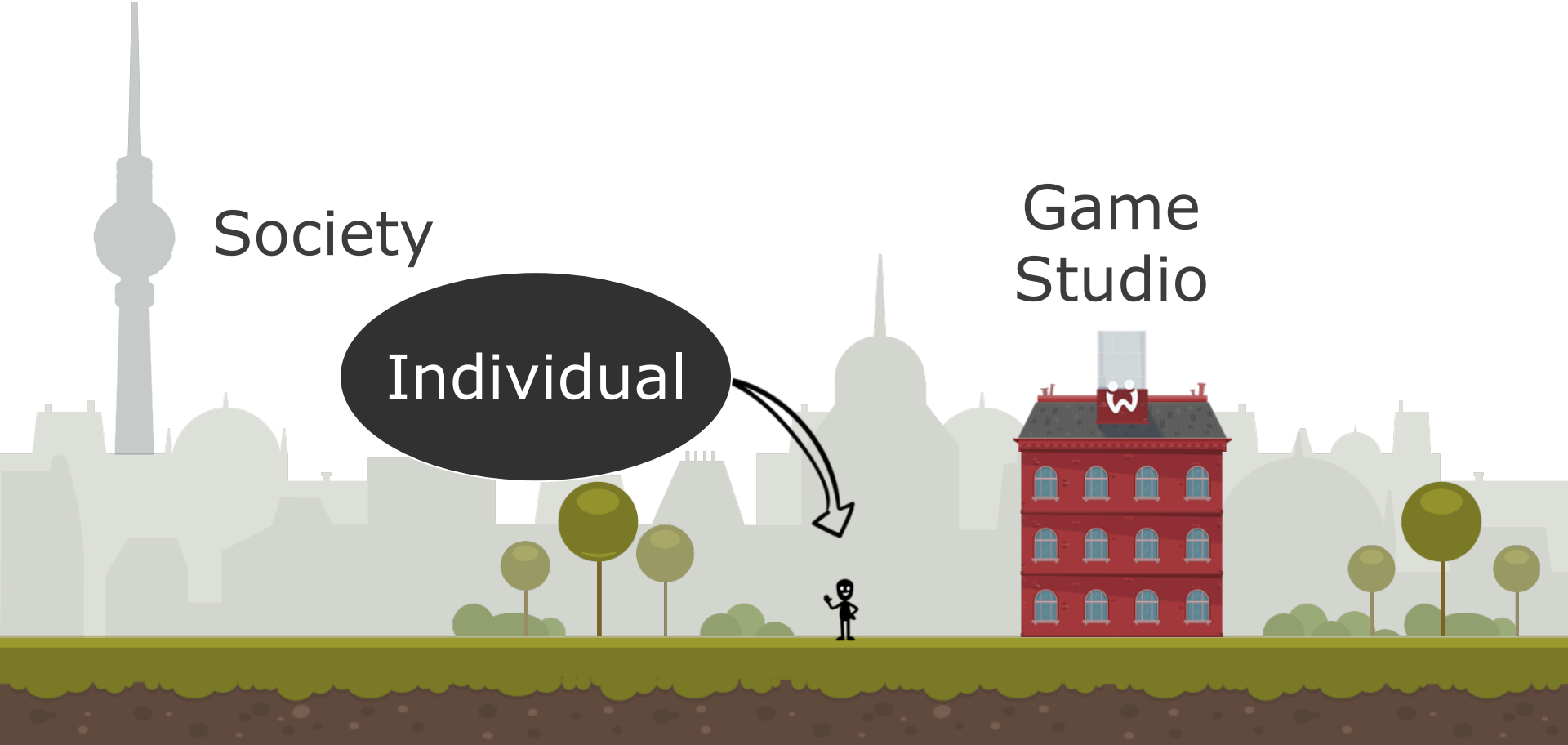
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Try out flip-it questions

Reduce bias in the situation

"If she had 10 years more experience, would I listen more?"

"If he had an accent like myself, would I listen differently?"

"If she were a man, would I find him too assertive?"

Point out interruptions

Women are interrupted about 3x more than men

Start retros with prime directive

> “(..) everyone did the best job they could, given what they knew at the time, (…)”

Examine your game

- Diverse user tests
- Get fresh feedback
- Question bias in narrative

  10 Ways to Make Your Game More Diverse
  Meg Jayanth

Game Studio

Evaluate systems
Inclusion nudges

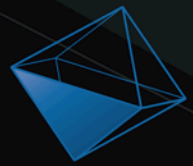
Society

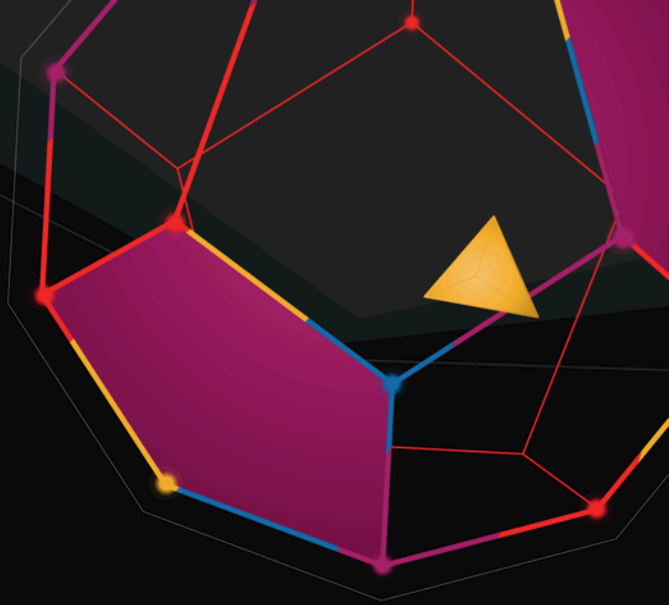
Support initiatives
Role models

Individual

Examine your game
Flip-it questions

Now and **always**





Let’s talk!

Contact me:
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