

Kung



A Great Saga Needs Different Heroes: Unlocking Diversity's Potential

Sabrina Carmona
Senior Producer at King

sabrina.carmona@king.com



The world is changing.
So is our audience.

Change

We're not all built the same.
Dare to be different.



This is not diversity for diversity's sake.
It works.



Companies with greater ethnic diversity at executive level are 33% more likely to have above-average profitability.

McKinsey - Delivering Through Diversity (2018)

Inclusive teams make better
business decisions up to 87% of
the time.

Cloverpop - Learn How Inclusion + Diversity = Better Decision Making At Work (2017)

Decisions made and executed by
diverse teams delivered 60% better
results.

Cloverpop - Learn How Inclusion + Diversity = Better Decision Making At Work (2017)



DIVERSE TEAMS BUILD DIVERSE GAMES.

However, the gaming industry needs to pick up the pace.





We have a mission at King: to make games and experiences for everyone.

SETTING UP FOR SUCCESS



RECRUITMENT





UNCONSCIOUS BIAS



CELEBRATE CULTURAL DIFFERENCES

Boutique de décoration

Concepts et tendances

Concepts et tendances

Architecte d'intérieur

Raj-Mahal Spécialités Indiennes

A high-angle, top-down photograph of a diverse group of people, mostly young adults, gathered in a circle. Their hands are stacked on top of each other in the center, creating a unified gesture of teamwork and support. Many of the individuals are wearing blue wristbands with the word "EMFASIS" printed in white capital letters. The scene is dimly lit, with the primary light source coming from above, highlighting the hands and the wristbands. The background is dark and out of focus, emphasizing the central action. The overall mood is one of solidarity and collective effort.

SUPPORT & EMPOWER YOUR TEAM

CULTURALLY MINDFUL





What has and hasn't worked for us?



CHARACTER RELATABILITY

ACCESSIBLE GAMES





A GLOBAL GAME

So what can you do?



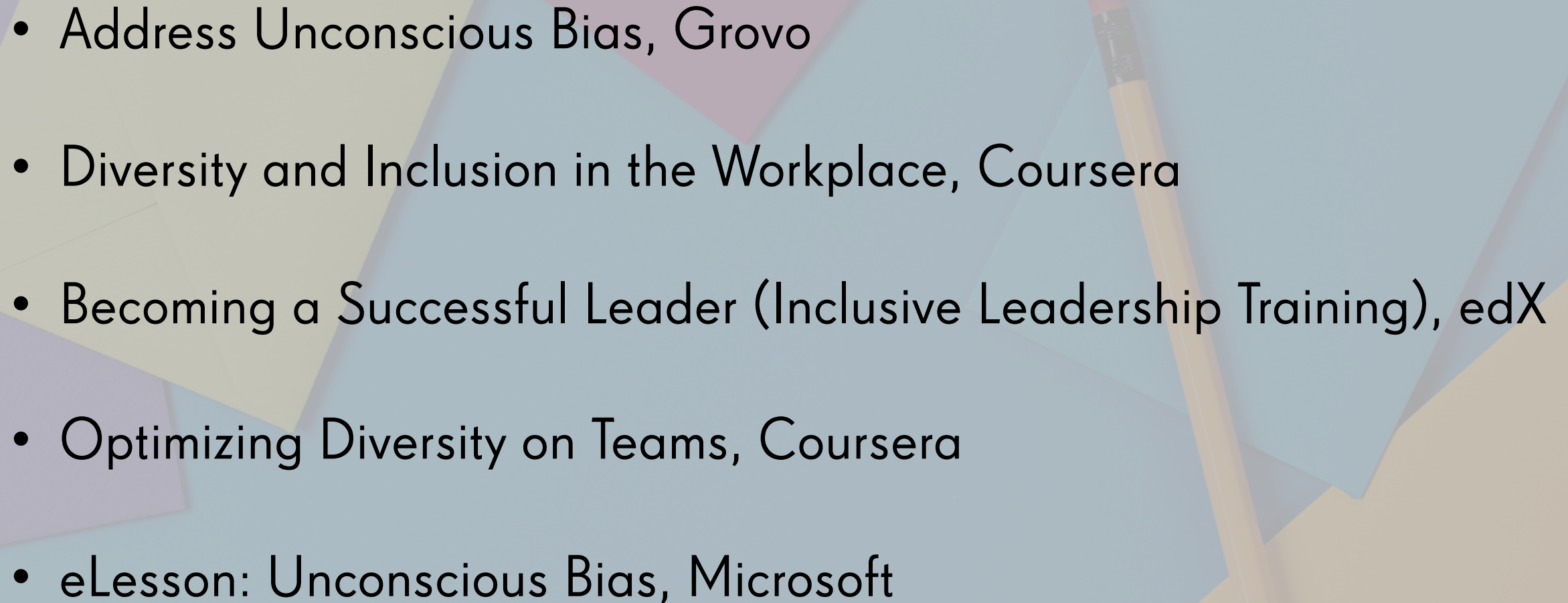
UNBIASED RECRUITMENT



ENCOURAGE
DIVERSITY OF
THOUGHT

The background is a vibrant collage of various colored papers and envelopes. A large blue sheet is the central focus, with a yellow envelope, a purple envelope, and a purple sheet partially visible on the left. A large blue sheet is on the right, and a yellow sheet is at the bottom right. An orange pencil with a red eraser and a black band is positioned diagonally across the right side, pointing towards the bottom right corner.

EDUCATE YOUR TEAM (AND YOURSELF!)

- 
- Address Unconscious Bias, Grovo
 - Diversity and Inclusion in the Workplace, Coursera
 - Becoming a Successful Leader (Inclusive Leadership Training), edX
 - Optimizing Diversity on Teams, Coursera
 - eLesson: Unconscious Bias, Microsoft

RESEARCH



If you only remember three things...

1. NEVER MAKE ASSUMPTIONS ABOUT YOUR AUDIENCE. DO YOUR RESEARCH IN WHAT THEY REALLY WANT.

If you only remember three things...

2. SET YOURSELF UP FOR SUCCESS.
RECRUIT FAIRLY AND EMPOWER YOUR
PEOPLE.

If you only remember three things...

**3. DIVERSE TEAMS MAKE BETTER GAMES.
EMBRACE DIVERSITY OF THINKING.**

Thank you!