



CASE STUDY

Virtual Reality training is scalable to people from different cultural backgrounds.

World's leading fertilizer company and a provider of environmental solutions. Supporting our vision of a world without hunger and a planet respected, It pursues a strategy of sustainable value growth, promoting climate-friendly crop nutrition and zero-emission energy solutions.

Company Name
Industrial Company

Size of Company
17,000 employees
operations in over 60 countries,
2020 Revenues €10.5B

Industry
Chemical/Agriculture

THE SITUATION

Women play key role in the manufacturing sector making up to 39% of the workforce. Adapting gender equality practices in this industrial company is crucial to achieve long-term success. However, the company states that success can only be celebrated when it is achieved in the right way. They use this internally as a directional compass making compliance the foundation of how they behave and make decisions.

The industrial company was looking for an ethical business partner that could help to conduct and drive the core values they live and work by: Diversity, Inclusion Ambition, Curiosity, Collaboration and Accountability.

OUR SOLUTION

This market leading agricultural industrial company was looking for a partner to create a custom training product tailored to the its employee needs in the sphere of diversity and inclusion..

wonder created "The Inclusion Project(TIP), a custom Virtual Reality experience to allow trainees to connect with the work environment and see the world through the eyes of a female colleague. We developed an experience simulating a day in the life of women in the workplace, and the microaggressions they encounter.

Using embodiment, participants experience the character of Mary as she goes about her day: participating in meetings, interacting with colleagues, and navigating biases. By experiencing biases and sexism first hand, participants can more easily identify situations of unconscious and conscious bias.

KEY SUCCESS FACTORS

- Simple to use
- Massively Scalable for up to 17000 employees worldwide
- High employee engagement
- Quantifiable results
- Enabling real social change

HIGH ENGAGEMENT

Traditional unconscious bias training can be theoretical, limited to workplace-based settings, with variable engagement from participants. "The Inclusion Project(TIP)" is a fully immersive experience, where participants view the world through the eyes of Mary as she navigates through the male-dominated world of a technology company.

Participants in the gamified, interactive VR experience benefit from lasting positive training outcomes, thanks to embodiment and the experience of becoming someone else in Virtual Reality. In wonder VR trainings, participants experience and practice situations that challenge their assumptions and develop new awareness and skills.

"wonder's VR experience enables us to enact real social and behavioral change in our company. The employees loved using the experience and are using it regularly to refresh their soft skills in this area."

D&I Manager

SCALABILITY

wonder developed the experience "The Inclusion Project(TIP)" to be used extensively in this industrial company to address the microaggressions they encounter every day during their work. With 8 local champions, trained by wonder in all aspects of delivering the training, the company can upscale the training quickly and effectively in 8 geographical locations.



 **32**
QUEST HEADSETS

The company had a 15 people pilot, then bought 700 training licenses which are delivered with 32 meta quest headsets.

 **97%**
POSITIVE FEEDBACK

The feedback from training participants is overwhelmingly positive: 97% would recommend 'The Inclusion Project(TIP)' to other people.

The participants mentioned about how VR training can be valuable and effective tool for the company development.



Book a Free Demo

contact@wonder.io