



THROUGH MY EYESSM

First Virtual Reality Program Designed to Mitigate Workplace Discrimination

Diversity Drives Business Performance

- Addressing gender diversity can increase revenues by 41%. MIT 2014.
- Racially diverse tech companies are 35% more likely to have higher financial returns than the median. *Forbes* 2017.
- Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial returns above their respective national industry medians. *McKinsey* 2015

Yet Most Diversity Programs Fail*

- The positive effects of diversity training rarely last beyond a day or two.
- Studies show that many managers tend to give lower ratings to women and minorities in performance reviews.
- Managerial ranks of white women and all minority groups except Hispanic men decline—by 3% to 11%—in the five years after companies adopt them.

**Harvard Business Review Article*

Why Do They Fail?

Traditional diversity and inclusion programs never have the employee actually ‘walk in the shoes’ of someone who faces bias in their daily life.

Through My Eyes Will Change the Equation

BCT Partners and Red Fern Consulting are launching a VR program that puts people in actual situations where they have to confront some of their own obvious or hidden prejudices.

Why It Works

The VR experience enables the user to take part in two different ways. They can be an observer to how bias plays out in various situations and data will be captured regarding their reactions. Or, they can experience the VR scene as one of the characters, accelerating empathy for how bias affects different demographics. The data that is captured can then be utilized for personal learning curriculums.

Why BCT and Red Fern

BCT Partner's diversity and inclusion expertise combined with Red Fern's understanding of how to develop transformative educational experiences, has enabled them to build something truly ground-breaking that has never been done before.



BCT PARTNERS
Your Partner in Solutions that Matter



For more information about BCT Partners and Red Fern Consulting, visit their websites at www.bctpartners.com and <https://myredfern.com>