



Digging Deep into Allyship and Anti-Racism with a Global Digital Media Company





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Executive Summary

A prominent digital media conglomerate turned to RW3 CultureWizard for their expertise in Intercultural and Global Inclusion training. With a workforce of 4,900 employees spread globally, our global media client aimed to shed light on the topic of racial and ethnic bias through a global lens, while providing employees with a deeper understanding of anti-racism and allyship.



Challenge

RW3 CultureWizard was challenged to design a highly interactive training session for global participants to explore bias and allyship. The primary objective was to ensure engagement and create impactful, actionable learning for their employees, all while providing a psychologically safe and private environment for all attendees, respecting the company’s culture of privacy.

Solution

RW3 CultureWizard developed a customized 90-minute virtual webinar titled “Navigating Racial and Ethnic Bias”. This comprehensive session addressed the global nature of the issue by examining examples from India, France, Mexico, Canada, and the US, providing historical context and fostering discussions on observed biases.

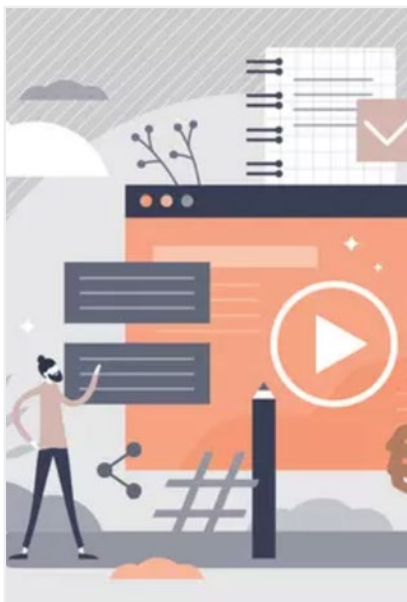




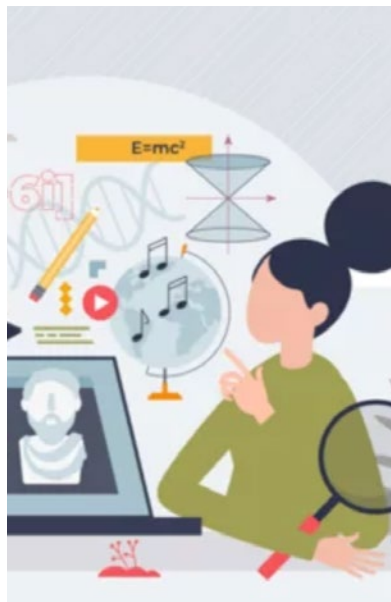
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Key Highlights



Interactive Engagement: Despite the large audience, the session maintained extremely high levels of engagement through polls, breakout rooms, quizzes, and live chats, allowing participants to remain anonymous while actively participating.



Informative Content: The webinar covered a range of topics, including the history and impact of racism, common biases affecting decision-making, reflections on personal experiences, and strategies for managing bias in real-time conversations.



Positive Feedback: Participant feedback reflected a high level of satisfaction, with 84% reporting a deepened understanding of racial and ethnic bias and 81% endorsing the training as valuable for all employees.

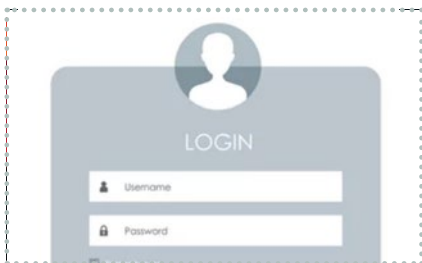


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Results

Strong Attendance: With 670 RSVPs and 551 virtual attendees, supplemented by 8 in-person attendees in New York City and 16 in-person attendees in Australia, the training reached a wide audience across the globe.

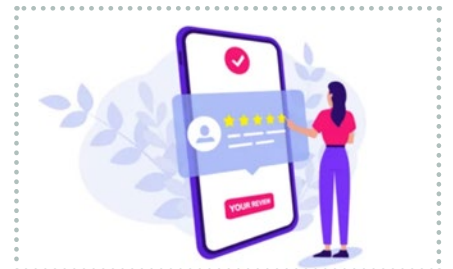


Quality Ratings: The training received an overall quality rating of 3.94 out of 5, indicating a high level of satisfaction among participants.

Satisfaction Rating
3.94 out of 5.0



Positive Participant Experience: Attendees appreciated the interactive format, global perspective, and welcoming tone of the presenter, highlighting the value of ongoing diversity, equity, and inclusion (DEI) initiatives.



Conclusion

RW3 CultureWizard's collaboration with our global media client exemplifies the importance of proactive measures in addressing systemic biases and fostering a culture of inclusion. By providing engaging and informative training, organizations can empower employees to become effective allies in the fight against racism and discrimination, ultimately leading to a more equitable and productive workplace.