

Do Something Different was the focal point of an unconscious bias programme, Open Minds, designed to positively influence diversity and inclusion across the firm.



The Programme

We worked with the PwC Learning and Development team to develop a bespoke programme and helped them to create a powerful video and e-learning package that was included in the programme delivery.



Who Took Part

The e-learning programme was compulsory for all 16,000 UK employees but the Do Something Different programme was optional. Over 10,000 people signed up to receive their Do's.



Results Achieved

The people who took part in the Do Something Different part of the programme as well as the e-learning showed a significant uplift in positive behaviour change:

	signed up	not signed up
Appreciate different approaches at work	84%	57%
Seek out different opinions	69%	41%
Try to be more open minded in my relationships	83%	55%



Benefits In Wellbeing

“The Open Mind training was something we hadn’t done before and it has affected the PwC Experience on a level which I thought was really spectacular.”

Ian Powell, Senior Partner of PwC



Award Winning

Open Minds won numerous awards for PwC. It also won us a trophy in the ‘Google – Outstanding Use of Technology in the Field of Diversity’ category at the European Diversity Awards.