

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	<b>84%</b>	<b>57%</b>
Seek out different opinions	<b>69%</b>	<b>41%</b>
Try to be more open minded in my relationships	<b>83%</b>	<b>55%</b>



## 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.