

THREE BIG IDEAS, POWERED BY PEOPLE

THE NUTSHELL

EY wanted its employees to focus on three themes to accelerate the performance of the firm: Talent, Technology and Trust (the 3Ts). We developed a digital immersive experience centred on play and exploration to connect colleagues to each theme and help them understand how they could help deliver it.



THE BIG NUMBERS

+7,000

INDIVIDUALS
EXPLORED OUR
3T EXPERIENCE

85/100

AVERAGE SCORE IN
RESPONSE TO 'WE NOW
UNDERSTAND MORE
ABOUT THE 3TS'

3

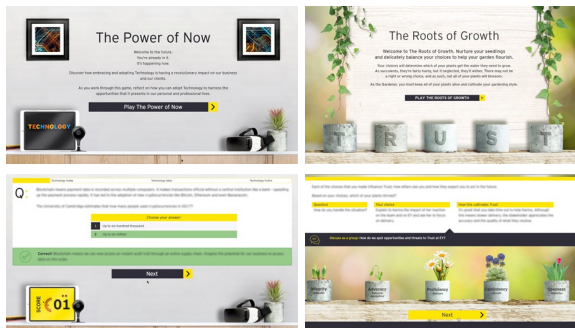
TARGETED
ACTION
PLANS
BASED ON
THE DATA
GENERATED
BY EACH
GAME



THE INSIDE TRACK

Talent, Technology and Trust. Three big ideas collectively represented a huge opportunity for EY – three differentiators to build a competitive edge and power the business to deliver its strategic vision.

We needed to encourage employees to explore the potential of their new strategy and identify what the 3Ts meant to them to understand the part they play in putting that potential into action.



The joy of immersive experiences is bringing passive learning to life for everyone, so we devised an interactive session digital session using gameplay and group discussion to explore different interpretations of the 3Ts (and challenge any preconceptions).

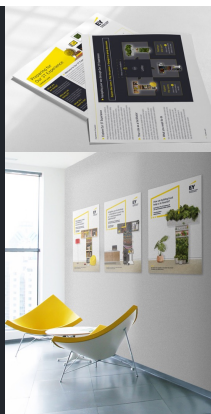
Play, quizzes and challenges in each room sparked ideas and powered conversations for deeper meaning. In group play, the rooms supported leaders with simple guidance, so they could confidently help their teams learn with better conversations around each of the 3Ts.

With three rooms completed, the room revealed a fourth – summarising learning along with a mood checker to check understanding of the 3Ts concept overall and each T in turn.

Behind the scenes, site analytics offered us detailed metrics, showing which elements employees understood and which they may have needed more support with.

Our solution? A digital-first immersive virtual world – our 3T Experience.

Each virtual room (one per T) needed to feel distinct and interesting – so for example, we used plants for Trust, representing the delicate balance it takes to nurture trust, the regular care and attention to help it thrive and how easily it can be damaged if neglected.



THE REACTION



We're a big firm, and we rely on measuring gaps and outcomes. It's such a great example of learning that combines play, humanity, community and empathy-building. Giving people the space to explore lets them build their understanding of the distinction they bring to our firm.

COMMUNICATIONS DIRECTOR