



# CASE STUDY

*Virtual Reality training is scalable to leaders at all levels.*

Advance is the leading business association for gender equality in Switzerland, a network of 130+ Swiss-based companies committed to increasing the share of women in management. Advance empowers companies to turn diversity into a competitive advantage.

## Company Name

Advance – Gender Equality in Business

## Size of Company

130+ Member Organizations representing 500,000 employees, which accounts for 10% of the Swiss workforce

## Industry

Professional Association

## THE SITUATION

In Switzerland, women make up 50% of talent in non-management roles, but men comprise 83% of all top management positions. Advance works to increase gender equality in leadership at all levels because a healthy pipeline is crucial to reaching equality at the top. Biases and discrimination play an important role in blocking the advancement of women to leadership in the workplace.

To complement their existing cross-company women empowerment program, Advance was searching for an innovative experience that could be used as a vehicle to engage male leaders on the topic of gender equality.

## OUR SOLUTION

Advance selected the award-nominated VR Training 'Humanity: First Woman in Space' to give leaders a practical experience in identifying systemic issues that create inequality. Participants garner first-hand experiences in the virtual sphere that will positively shape workplace culture and systems.

Participants confront unconscious bias first-hand, and practice identifying these situations in their workplaces and in general. VR Trainings provide a safe place for learners to practice new skills and repeat what they have learned. Practice builds confidence, which improves quality and helps reduce mistakes.

This training creates a positive platform for discussion. Every participant has the same adventure but often a different reaction and they can bring that first-hand experience to the debriefing session.

## BUILDING HUMAN CONNECTION

During the VR training, looking down on planet Earth, participants can virtually experience the "Overview Effect," a cognitive shift in awareness which real-life astronauts viewing the Earth from outer space have. It can invoke a sense of humility, transcendence and understanding of humanity. A powerful and emotive state for discussing inclusion.

## HIGH ENGAGEMENT

Traditional unconscious bias training can be theoretical, limited to workplace-based settings, with variable engagement from participants. Woman in Space is a fully immersive experience, where participants view the world through the eyes of Astronaut Turova as she navigates through the male-dominated world of astronaut training.

Participants in the gamified, interactive VR experience benefit from lasting positive training outcomes, thanks to embodiment: the experience of becoming someone else in Virtual Reality. In wonder VR trainings, participants experience and practice situations that challenge their assumptions and develop new awareness and skills.



"wonder's VR experience enables us to tap into the energy of male business leaders. After experiencing what it is like to be a woman in a male-dominated environment, they feel: A., outraged, and B., become solution-oriented in co-owning the advancement of gender equality."

**Alkistis Petropaki**  
General Manager, Advance

## SCALABILITY

Immersive digital experiences are a fraction of the cost of in-person training, making them accessible to all levels of leadership and the broader workforce.

Virtual Reality offers Advance a unique opportunity to employ cost-effective trainings at scale with all of their member organizations, either in a cross company or in-house setting.



**10%**  
SWISS WORKFORCE

Advance has 130+ Member Organizations, representing 500,000 employees, which accounts for 10% of the Swiss workforce.



**95%**  
POSITIVE FEEDBACK

The feedback from training participants is overwhelmingly positive: 95% would recommend 'Woman In Space' to other leaders. Participants noted that the visceral experience of experiencing discrimination first-hand was emotionally impactful, and a tool to examine their own personal experiences.



## Book a Free Demo

[contact@wonder.io](mailto:contact@wonder.io)