



Case Study 9: Equality & Diversity Awareness

A borough council contracted Silvercube to deliver an Equality & Diversity Awareness workshop for its front line street cleansing teams.

Example: A dedicated Silvercube account manager spends a day on site gaining a strong understanding of the culture of the organization and the specific equality & diversity challenges within it.

A detailed plan, highlighting the issues which are relevant and real to the organization, is sent for client approval. A writer is then introduced to develop a fifteen minute sketch which will both emphasise and raise topics for discussion.

A team of professional actors are rehearsed and fully briefed ahead of the event, which is lead by the account manager ensuring complete continuity from conception to delivery.

The day starts with a live performance which demonstrates Equality and Diversity issues in the workplace. The sketch is then replayed and delegates are invited to challenge the attitude and behaviour of the characters within the scene, thus remoulding the scenario and creating a positive outcome.

Result: Having taken ownership of the positive outcome, delegates are empowered with the confidence to confront and challenge inappropriate behaviour and attitudes in the workplace.