

Step Into My Shoes



This is us



John Akanmu
(he/him)

Creative/Movement Director
[johndunamis@gmail.com](mailto: johndunamis@gmail.com)



Paulo Saka
(he/him)

Senior Podcast Expert,
Spotify
[p.saka90@gmail.com](mailto: p.saka90@gmail.com)



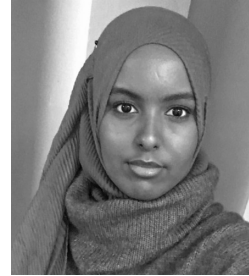
Golda Kesse
(she/her)

UX/Cultural Researcher and
Strategist
[hello@goldakesse.com](mailto: hello@goldakesse.com)



William Rook
(he/him)

Creative Director, Video
Creative
[willrook1@hotmail.co.uk](mailto: willrook1@hotmail.co.uk)



Suwayda Abdi
(she/her)

Design and Brand
Development Manager
[suwaydaabdi@outlook.com](mailto: suwaydaabdi@outlook.com)



Judah Maffia
(They/them)

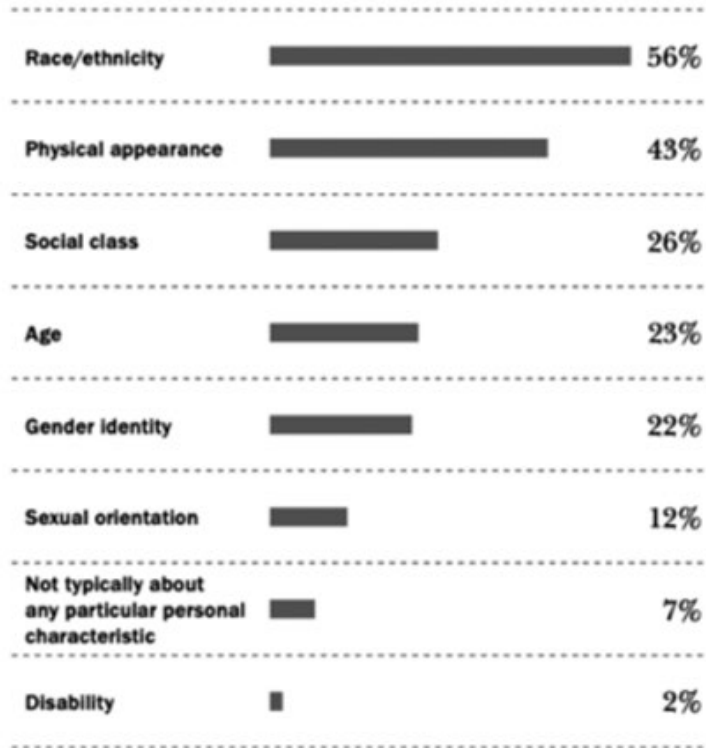
Textile designer, DJ,
Creative
[judah.maf@icloud.com](mailto: judah.maf@icloud.com)

Through disengagement with DEI, many organisations are missing out on the benefits of a strong and diverse team

We intend to improve attitudes towards the importances of DEI Practices through our prototype.



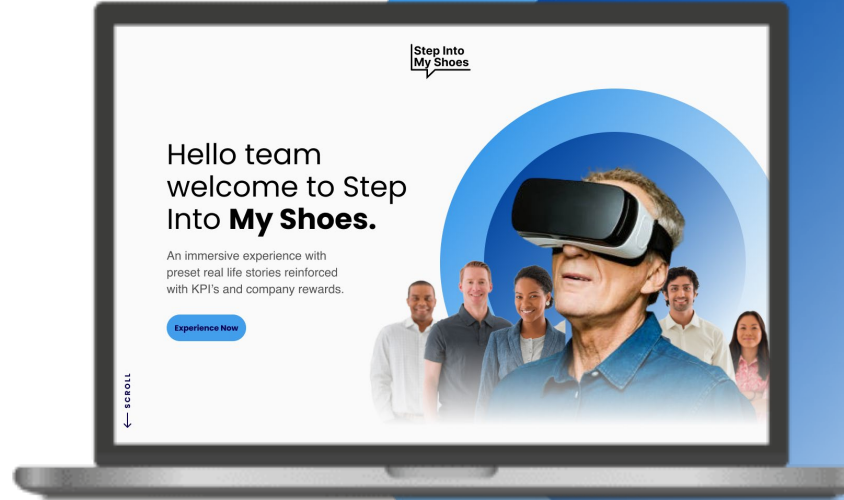
Personal characteristic that biased behavior is most frequently directed towards, N = 265, %



The Solution

The outcomes for utilizing Step Into My Shoes

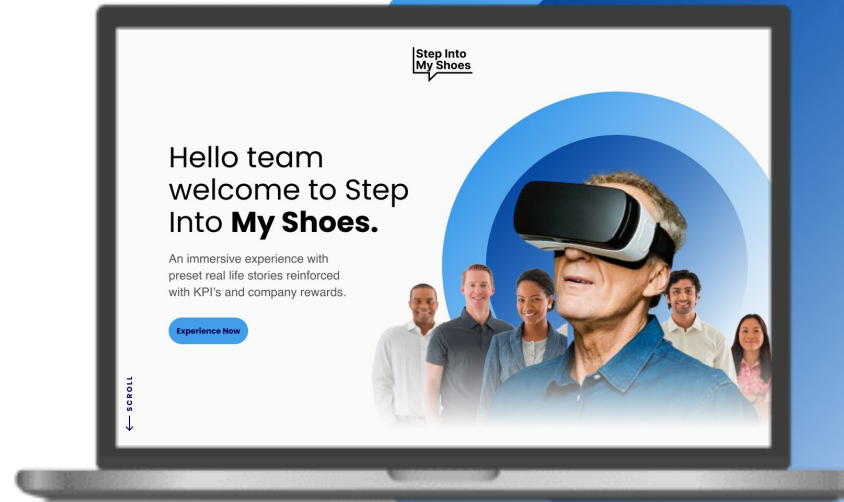
- Understanding
- Increased Empathy
- Innovation
- Culture
- Relating to lived Experience
- Increase of collaboration
- Strengthen team bonding and belonging
- Behavioural Change



Introducing ...

Step Into My Shoes

“You have to feel it, in order to understand the impact & see the opportunity”



Prototype Demo

Step Into My Shoes

Hello team welcome to Step Into My Shoes.

An immersive experience with preset real life stories reinforced with KPI's and company rewards.

[Experience Now](#)



← 168.0k

Notification!

You wake up and feel happy. Today is your job interview for that role you've been dreaming of all your life. There's no doubt in your mind that you've got this, after all you worked very hard and you are very overqualified.



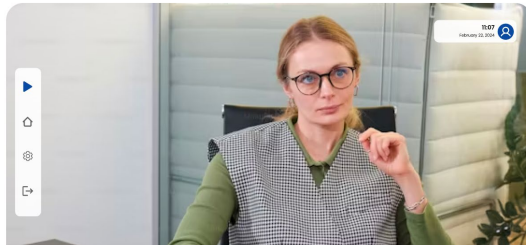
Entering the office

You enter the office and everyone is looking at you. Maybe this is because you are new? This is a new experience to you



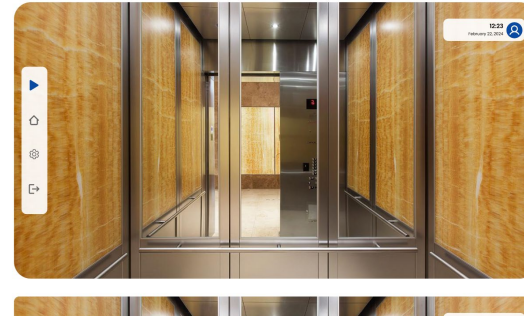
Meeting time

You go into the interview and you are asked questions such as:
Wow you speak really great English?
Where are you from, from?
Why do YOU feel you are qualified for this job?



The reveal...

You leave the office and enter the lift, this is the first time you see your reflection and realise you are...



Contact knit@hmfoundation.com to access the full demo

The Roadmap



Benefit

What is in it for you

- Improvement in employee satisfaction innovation, productivity, thereby higher retention, employee engagement
- Visibility in the industry for being truly inclusive and walking the talk
- Attracting the right talent



Understanding

Increase understanding of lived experience of many underrepresented groups through immersive experience



Innovation

Foster new approaches, strategies and solutions to complex and evolving challenges



Culture

Enrich company culture through deeper understanding and increased empathy of diverse experiences

Call for action

What do you need & want from your Audience?

- Pilot partner organization to build, develop and scale “Walk in my shoes”
 - feedback, guidance, intros to other relevant stakeholders
- Improvement in employee satisfaction innovation, productivity, thereby higher retention, employee engagement
- Contact us through knit@hmfoundation.com

*“You have to **feel it**, in order to **understand the impact & see the opportunity**”*

