



Welcome to this session: Tutorial

The session will start shortly...

Any Questions?
Drop them in the questions section.





Welcome
please
Come In

A rustic wooden sign with a dark, weathered frame is hanging from a vertical wooden post. The sign is made of a lighter-colored wood and has the words "Welcome", "please", and "Come In" written on it in a white, hand-painted, cursive-style font. The sign is suspended by two pieces of light-colored twine. The background is a blurred wooden structure, possibly a fence or a building, with horizontal planks.

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Rafiq Manan



Charlotte Witcher



Nurhaan Snyman



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

OBJECTIVE



Objective



- Participants will engage in a practical simulation where they will work in small groups to navigate the **decision-making process for launching a new Barbie doll** inspired by Laverne Cox, celebrating transgender individuals.
- Each group will apply various decision-making styles, conduct risk assessments, utilise data-driven insights, and consider ethical implications **to reach a consensus**.



SETTING THE SCENE

SETTING THE SCENE

- Barbie has been a **cultural icon since 1959**, embodying the dreams and aspirations of kids all over the world. Over the years, Mattel has made efforts to **diversify its Barbie line**, releasing dolls with different skin tones, body shapes, and careers
- This brings us to our scenario: **Mattel launched a new Barbie doll inspired by Laverne Cox in 2022**, the Emmy-nominated actress, producer, and transgender advocate. This product aims to celebrate the transgender community and promote awareness.
- It's not just about making a doll; **it's about making thoughtful, data-driven, and ethical decisions.**

MARKET DATA



MARKET DATA

- **Consumer interest in diversity and inclusion**, especially in toy representation, has seen a significant rise in recent years.
- This trend reflects broader societal shifts towards embracing inclusivity and has become a key driver in the toy market. Parents today are more likely to seek toys that represent different races, cultures, and abilities, **believing it is vital for children to see themselves and others in their playthings**.
- Major toy manufacturers like Mattel and LEGO have responded by introducing dolls, figures, and playsets **featuring diverse skin tones, body types, and inclusive themes**, which has led to increased sales and stronger customer loyalty.

CONSUMER INTEREST

CONSUMER INTEREST

- The social media sentiment surrounding inclusivity in toys has seen a **significant shift towards positive reception**, especially as brands introduce more diverse and representative toy lines.
- Sentiment analysis from **social media posts often shows a mix of enthusiasm and scepticisms**, reflecting a wider societal push for genuine diversity across all forms of media, including toys.
- **Social listening** has helped brands identify these nuanced responses.

RISK ASSESSMENT



RISK ASSESSMENT

- What are the **potential risks of launching this doll**? Consider backlash from different consumer segments or accusations of tokenism.
- How **could this launch affect Mattel's brand image**? Think about both the positive impact (*celebrating diversity*) and the potential challenges (*criticism or negative publicity*).



ETHICAL CONSIDERATIONS

ETHICAL CONSIDERATIONS

- **Representation matters**, but it needs to be done thoughtfully. How can Mattel ensure the doll is an authentic tribute to Laverne Cox and the transgender community?
- How will the messaging and marketing around this product resonate with different audiences? Is there a **risk of misrepresentation or oversimplification**?

CONCLUSION



THE END

CONCLUSION

- Before we close, let's take a few minutes to reflect on the experience:
- What **strategies worked well** for your team?
- What **challenges did you face**, and how did you overcome them?
- How did this **activity help you think differently** about diversity, inclusion, and representation in product development?

Question

“If you a part of the Mattel product development team that had to decide whether or not to proceed with the launch of a Laverne Cox-inspired Barbie doll, would you have launched it?”



Thank you for attending



CoGrammar



Department
for Education