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# How we're going boldly into the metaverse using virtual reality

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Ellyn Shook and I during the Microsoft Ignite 2021 Keynote Segment



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You may have seen some of the news coverage last month about William Shatner being the oldest person to go into space aboard the Blue Origin capsule. Aside from enjoying how the media coverage relished new ways to use Star Trek's well-known phrase "to boldly go" again, I was reminded about how "going beyond" the universe is playing out in my own role focused on global digital experiences.

As I mentioned in an earlier blog, [extended reality is helping us to discover new worlds](#). With an increasing online presence that embraces virtual reality (VR), augmented reality (AR), mixed reality (MR) and extended reality (XR), we're opening up new kinds of workplace experiences.

These breakthrough technologies are enabling companies such as ourselves to co-create and prototype solutions—[transforming the enterprise](#) as we know it. In fact, we believe the future of meeting, learning and working together will combine physical and virtual experiences—and we're already creating those experiences. We are embracing VR technologies to upend our traditional onboarding, learning and collaborative practices.

## New normal experiences

I was excited to share the stage last week on this very topic with Accenture's Chief Leadership and Human Resources Officer [Ellyn Shook](#) and [Satya Nadella](#) at [Microsoft Ignite](#). We talked about our work together and how we're bringing immersive experiences to life—which included some avatars and a "show and tell" of how and where our people can collaborate and learn in new ways.

Having hosted more than 11,000 people in these immersive experiences already, I thought it might be timely to update you how we're "boldly going" beyond the universe into the metaverse with cool tech solutions that are good for our people and our business:

- Working closely with Microsoft and [AltspaceVR](#) over the last few years, we've devised a vision for how our people can, and should be able to interact, regardless of geographic separation—a concept we call "[The Nth Floor](#)." Today this concept has been hyped up as "the metaverse" – but for us, it's how we want to host a virtual coffee break, conduct training, or host important all-hands meetings. The Nth floor is a versatile, customizable and scalable solution for bringing a geographically distributed workforce together. In short, it helps our people to be there without physically being there—even when we return to our own offices.

- One of the realms of the Nth floor is a new [employee onboarding experience](#) called One Accenture Park: it's a shared virtual space that enables immersive

onsite experiences, interactive showcases and hands-on demonstrations. Teams of new joiners are introduced to “Global Coffee,” a fictional client that has many opportunities to improve its business. They explore the park separately and review several stories about how Accenture has helped real-life clients. The teams then reunite to share what they learned with each other and determine how Accenture can best help Global Coffee. New joiners can experience metaphorical interactive experiences, such as “climbing” a leadership mountain or visiting a skills fountain to “collect” skills coins.

We believe VR experiences will help improve **health and wellness** for our people. Workouts through VR experiences like **Supernatural** will offer a new way to enhance their fitness, both physical and mental through an immersive experience. It’s just the start of new game-changing approaches to providing more wellness opportunities for our people.



It may surprise you to learn that research has shown learners forget 70% of training content within 24 hours and nearly 90% in a month—that doesn’t bode well for a return on your training investments. And yet the C-suite believes that **immersive learning** can add far more value—saying that they’re going to back that belief with their budgets. More than half of our research respondents (59%) expect to make significant (more than US\$10M) to moderate (between US\$1M and US\$10M) investments in XR learning initiatives in the next two years.

I’m looking forward to what’s coming next in our organization because the conversations don’t stop here on this fascinating topic.

We are excited to be a part of demonstrating at scale the value XR and the metaverse can have to people within our organization and are thankful to all of our partners that have helped us get this far. We also know it’s important for us to be a part of shaping the responsible development of this technology and are excited for Accenture leaders like **Dan Guenther**, our Global Extended Reality lead, who has recently joined the **Future of XR Advisory Council** steering committee.

Stay tuned as we share more on improving experiences for our people to help them develop a sense of community and enhance our culture. Let’s do it right and all go boldly—whether that’s into the metaverse or the final frontier.

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What an exciting week it has been to demonstrate how we are imagining the **#Omni-Connected** future of Extended Reality and the Metaverse in the context of the work we do here at @Accenture. I had the pleasure to collaborate with my good friend **Dan Guenther** the global lead of our **#ExtendedReality** practice about how our teams have been working together on this incredible journey. [Read more in this latest article.](#)

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**Kathryn Spencer** (She/Her) • 3rd+  
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Really interesting way to be inclusive as well, people who historically have been ‘cut off’ from the standard onboarding experience through location or mobility can now participate right alongside everyone else. It will help us unlock some of the **#hiddenworkers** as well because they can participate fully regardless of their location or mobility. Really excited to see where this leads (but also a little worried its a bit too much **#ReadyPlayerOne** we’d want to keep in touch with ‘real’ people too)

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**Claudio Dambr** • 3rd+  
Manager - HCM at Accenture | Co-Founder, Marketing & Development at BlackCryptoPanthers  
Super exciting!

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