

The GDC logo is centered at the top of the slide. It consists of the letters 'GDC' in a bold, white, sans-serif font, set against a red diamond-shaped background. The overall slide background is a dark blue with several thin red lines forming a grid-like pattern and some small red square icons in the corners.

GDC

# Investing in the Future Narrative Mentorship

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ArenaNet

**GAME DEVELOPERS CONFERENCE**

MARCH 18-22, 2019 | #GDC19

# Guild Wars 2 (2012)

- Global user base (NA, EU, Asia)
- 11+ million players (a/o Sept. 2018)
- Living World & Expansions (2012 – present)
  - Serialized story releases
  - Raids, fractals, PvP, WvW, RCT, MTX, QoL



# Importance of storytelling diversity

- Diverse stories lead to broader reach
- Diverse team = diverse stories
- Specificity leads to universality & engaged playerbase
- Happy players = profit!

# Recruiting problems to solve:

- Lack of candidate diversity
- High job requirements / barrier to entry
- Promising candidates who lack experience

# Solution? Mentorship.

- Goals:
  - Provide a career roadmap.
  - Offer support.
  - Self-directed.

# Who?

- Open to all, but with special consideration for:
  - Underrepresented voices
  - Those with financial hardships
  - Veterans & public servants



In other words...



# Finding Mentees

- Reach out to promising candidates
- Poll our professional network
  - Referrals
- Social media

# Mentee Perspective

- Barrier to entry
  - Leverage exp. from other industries into a new career
  - Lack of roadmap
  - Lack of clear job standards & titles
    - Writer vs. Writer/Narrative Designer vs. ND
  - Access to resources & feedback

# Develop Mentorship Plan

- Screenwriting
  - “writing for games”
- Narrative Design
  - “story meets gameplay”
- Career Development
  - “soft skills & collaborative story breaking”

# Structure

- Meet once per week
- Play the game together
- Q&A, lectures, feedback
- Assignments
  - Scenarios, dissect narrative moments & structures, documents



# Sessions

# End Goal

- Provide career guidance for mentee
- Portfolio development
- Ongoing support if needed

# Mentee Perspective

- Self-assessment
- Goals
- Hands-on workshops
  - Collaborative story development
  - Paired with a designer
  - Mock elevator pitch

# Results

- 6 total participants
- February 2018 – July 2018
- 50% completion
- 1 hired



# What next?

- Revise, retry
  - Add networking to career development
- Internal mentorship trial
- Support individual needs outside group sessions
- Partner with other studios
- Outreach

- Tom Abernathy
- Armand Constantine
- Whitney Beltrán
- ArenaNet Narrative and Design Teams



Special Thanks

# Contact us

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