



INCREASING PROFITABILITY, PRODUCTIVITY & BRAND
REPUTATION

DISABILITY INCLUSION IN BUSINESS

Presented by: Dr. Christin Bradley

PRESENTATION OUTLINE

TODAY'S DISCUSSION POINTS

Presenter Introduction

Disability Spending Power

What's holding back the CEO?

What is disability inclusion in business?

Disability inclusion business strategies

Cases studies of companies committed to disability inclusion

Overview of the Inclusive CEO

Benefits of disability inclusion in business



WHO IS DR. CHRISTIN BRADLEY?



Accessibility and Disability Inclusion Expert in Government, Healthcare & Education

- Former Special Education Teacher
- Founder of Inclusive Community Home Care
- Founder of I Am Equall
- Founder of The Inclusive CEO Coaching Program



POLL QUESTION: WHOS IN THE ROOM?

A. Business Owner

B. HR Professional

C. Web/Technology- Accessibility Professional

D. Educational Professional

E. Disability Advocate

F. Diversity and Inclusion Professional

G. ADA Coordinator

F. Supervisory/Management

G. Other

YOU MAY HAVE BEEN WONDERING...

"What exactly is disability inclusion in business?"

"What if I don't own a business, can I still incorporate some of the strategies I learn today?"

"What if I have no prior experience with disability, where do I even begin with incorporating disability inclusion?"

"How can disability inclusion positively impact my business and products & services I offer?"

**IF YOU ARE IN THIS ROOM, YOU MOST LIKELY
HAVE EXPERIENCED OR KNOW OF A BUSINESS THAT HAS
EXPERIENCED AT LEAST ONE OF THE
FOLLOWING:**

High employee turnover/low employee retention rates

Saturated niche

Low Brand awareness

High recruiting costs

Need for innovation and new ideas

Lack of business productivity

Low-profit margins

Need for a more diverse talent pool



**IF THIS SOUNDS LIKE YOU, THERE IS A
SOLUTION, BUT IT WILL REQUIRE YOU TO BE...**

OPEN-MINDED!

DISABILITY INCLUSION IS

**THE
SOLUTION!**



DISABILITY INCLUSION DEMOGRAPHICS

GLOBAL POPULATION

1 IN 7 HAVE A DISABILITY

8 BILLION PEOPLE LIVING IN OUR WORLD

World Health Organization (WHO)



DISABILITY GLOBALLY

1 BILLION

80% ARE UNEMPLOYED

U.S Department of Labor (2016).



THE SPENDING POWER OF WORKING-AGE ADULTS WITH DISABILITIES



ANNUALLY

3.3 TRILLION

8 BILLION+ WHEN YOU INCLUDE THE FAMILIES
WHO HAVE EMOTIONAL CONNECTIONS TO PEOPLE
WITH DISABILITIES.

U.S. Office of Disability Employment Policy, (2016.)

**THERE IS A CLEAR ECONOMIC
CASE AND
RETURN OF INVESTMENT!**

SO, I KNOW YOU ARE PROBABLY THINKING...

**IF THERE IS A CLEAR ECONOMIC CASE,
WHY DON'T MORE BUSINESS LEADERS
INCORPORATE DISABILITY INCLUSION IN
THEIR ORGANIZATIONS?**



**UNCLEAR OF WHERE TO START &
WHAT ACTIONS TO TAKE**

MISCONCEPTIONS AND ASSUMPTIONS

BUSINESS LEADERS ARE OFTEN HESITANT TO TAKE THE LEAP TOWARD DISABILITY INCLUSION BECAUSE OF LIMITING BELIEFS

"Disability Inclusion is too expensive and there is no budget for that"

"There are not enough qualified people with disabilities who can do perform the job tasks"

"People with disabilities don't want to buy our products"

"Reasonable accommodations are way too expensive!"

HERE'S WHAT HAPPENS WHEN YOU THINK THAT...

You exclude people from the opportunity to experience your products and services

You limit opportunities for people to have access to jobs and become contributing citizens within their communities

Your business misses out on innovation and creativity that can set you apart from your niche

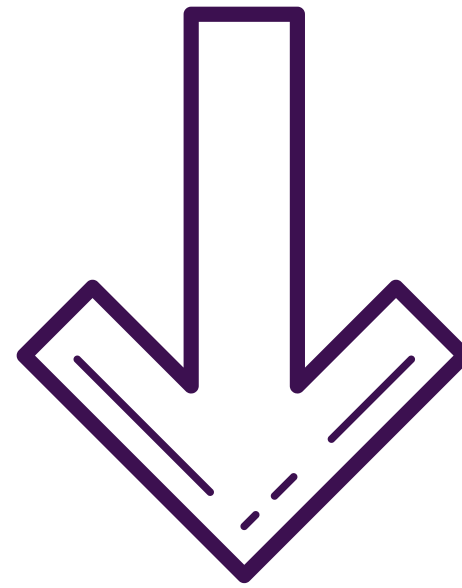
You limit the possibilities of expanding your brand and business growth

WE MUST LET GO OF THE

“THIS HAS NOTHING TO DO WITH ME MENTALITY”

THE TRUTH IS, DISABILITY INCLUSION IS EVERYONE’S RESPONSIBILITY.

**SHIFT FROM
EXCLUDING MENTALITY**



INCLUDING MENTALITY

WHAT IS DISABILITY INCLUSION IN BUSINESS?



DISABILITY INCLUSION IS...

THE WORKPLACE

Disability Inclusion in the workplace goes beyond physical accessibility. It is creating a workplace where people with disabilities aren't just employees, they're full participants of the work community.

PRODUCTS AND SERVICES

Disability inclusion is ensuring the products and services are accessible and universally designed so that everyone can have access to them

LEADERSHIP COMMITMENT

Disability inclusion must be modeled from the top-down and is integrated into company policies



DISABILITY INCLUSION STARTS

WITH THE CEO!

BUSINESS STRATEGIES

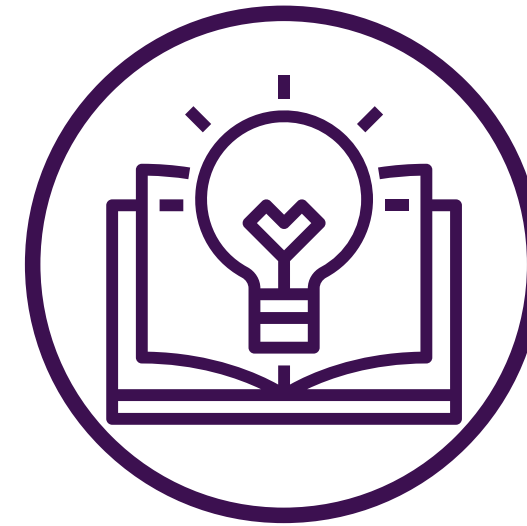
DISABILITY INCLUSIVE



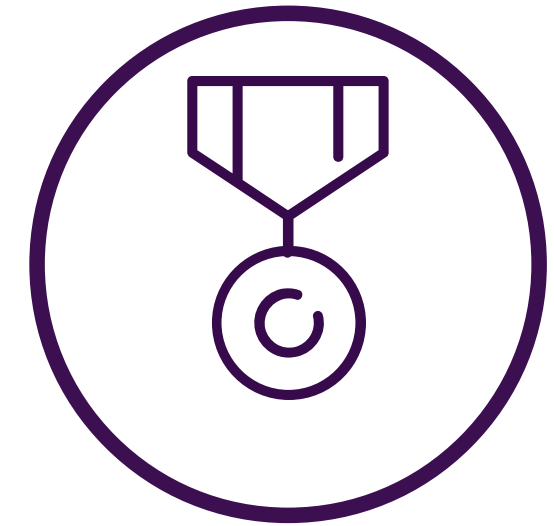
HUMAN RESOURCES



PRODUCTS & SERVICES



**EDUCATIONAL
OPPORTUNITIES**



**PROMOTE DISABILITY
INCLUSION
ACHIEVEMENTS**

**SMALL
CHANGES IN YOUR BUSINESS
OPERATIONS HAVE THE
ABILITY TO IMPACT SO MANY
LIVES!**

Examples of companies committed to making Disability Inclusion a priority



INCLUSIVE
TRAVEL



HR DIVERSITY
STRATEGY



PRIORITIZES
DISABILITY
AWARENESS

BUSINESS CHALLENGES

1. High Caregiver Turnover Rates
2. Loss of Business due to lack of accessibility

SOLUTION: DISABILITY INCLUSION

1. Diversified employees by tapping into disability organizations
2. Incorporated various accessibility options
3. Developed a disability inclusion policy
4. Promotes commitment to disability inclusion



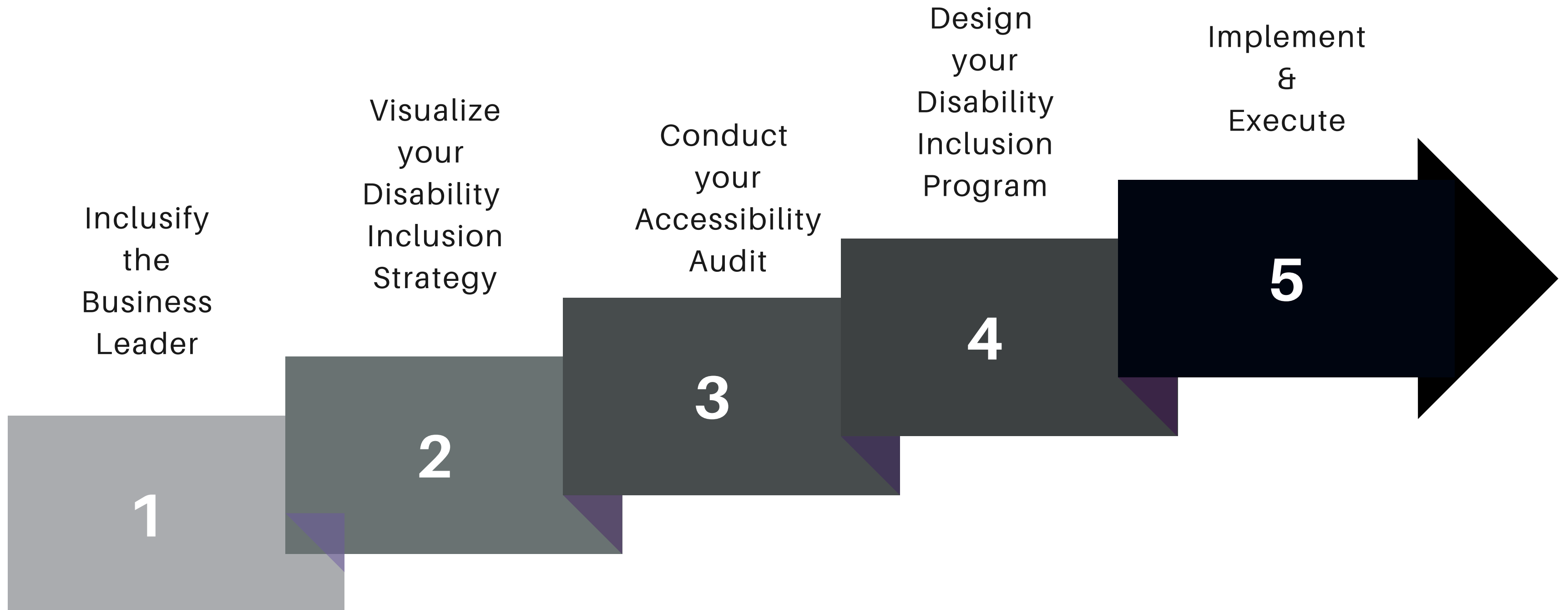
THE INCLUSIVE *CEO*

Created By: Dr. Christin Bradley



The Inclusionist Method

Roadmap to Developing your Business Disability Inclusion Program



INCLUSIVE CEOS

BUSINESS CHALLENGES

1. Digital Accessibility
2. Usability of Products
3. Company Policies
4. Diverse Talent



SOLUTION: DISABILITY INCLUSION

1. Universal Design for Product Usage
2. Website, Digital Product Transformation
3. Networking with Disability Organizations
4. Communication Accessibility Strategies



**THE
TRUTH IS...**

**YOU CAN INCLUSIFY YOUR BUSINESS
WITHOUT SPENDING A TON OF
MONEY!**

**PEOPLE
WILL BUY YOUR PRODUCTS AND
SUPPORT YOUR BRAND IF
YOU ARE INCLUSIVE AND PROVIDE
EQUAL ACCESS TO YOUR PRODUCTS
AND SERVICES.**





**IT'S NOT ABOUT BEING PERFECT; IT'S ABOUT SIMPLY
STARTING, EVEN IF YOU START WITH ONLY
ONE STRATEGY YOU ARE MAKING A DIFFERENCE!**

**ATTRACT LIFETIME CUSTOMERS AND
LOYAL EMPLOYEES**

BENEFITS OF DISABILITY INCLUSION

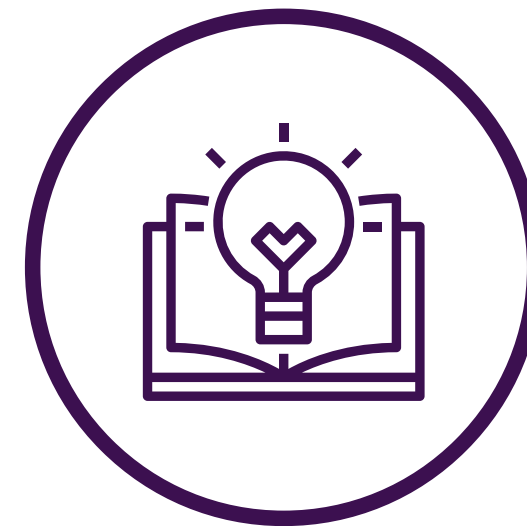
WHAT'S IN IT FOR MY BUSINESS?



TAX BENEFITS



**POSITIVE BRAND
REPUTATION &
COMPETITIVE EDGE**



**INNOVATION
&
CREATIVITY**



**HIGHER PROFIT &
PRODUCTIVITY**

MAKES GOOD BUSINESS SENSE!

DISABILITY INCLUSION IS A LEGAL OBLIGATION & A SOCIAL RESPONSIBILITY

DISABILITY INCLUSION IS NOT A CHARITY!



LETS CONNECT!

EMAIL: [INFO@THEINCLUSIVECEO.ORG](mailto:info@theinclusiveceo.org)

THE INCLUSIVE CEO: [WWW.THEINCLUSIVECEO.ORG](http://www.theinclusiveceo.org)

SCHEDULE A CALL WITH ME, LET'S CONNECT!

SEE LINK IN THE CHAT FOR THE INCLUSIVE CEO.

QUESTION TIME!

Q&A SESSION

THANK YOU!