

# An Accessible Future



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Made Welcome

# A Basic Approach: 4 Perspectives

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# Physical and Digital Accessibility

# Build Your Accessibility Strategy



blue : mobility

grey : vision

HR	Recruiting
Products & Services	??

yellow : hearing

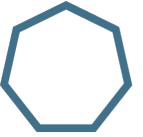
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# Why Does It Matter?

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# Disability















20% of people have a disability.

50% of people know or are related to someone with a disability.

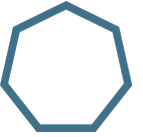
# Design for one

# Design for many

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Sunlight glare
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



# An Accessible Workplace:



- Is welcoming to everyone
- Values the creativity and innovation of persons with disabilities
- Has no physical barriers to entry and navigation
- Has no digital barriers in the products it uses and creates
- Constantly asks itself how can we do even better, for everyone
- Makes no one feel left out or left behind
- Makes employees feel so valued that they turn down other offers to stay with your company





# HIRING SUCCESS

