



# Making the Business Case FOR DISABILITY INCLUSION



The Americans with Disabilities Act (ADA) was signed into law on July 26, 1990 by President George H.W. Bush. Inclusive Leaders Group celebrates the 30th Anniversary of the ADA and recognizes this landmark event and the important work to promote equal opportunity for people with disabilities with this resource guide.

# 5 Steps To Make the Business Case For Disability Inclusion

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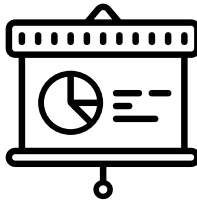
1.



## Benchmark.

Compare your company and industry competitors to the top scoring companies on the [Disability Equality Index \(DEI\)](#) the most comprehensive benchmarking tool for disability inclusion. Disability inclusion is a factor in a company's employment brand and being considered an employer of choice.

2.

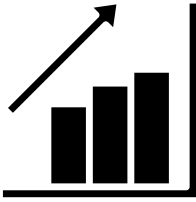


## Explain the Metrics.

Inform leaders on the demographics on this large, untapped talent pool force.

- According to the World Bank, one billion people, or 15% of the world's population, experience some form of disability. Persons with disabilities, on average as a group, are more likely to experience adverse socioeconomic outcomes than persons without disabilities.
- One American adult in four has a disability, according to the [Centers for Disease Control and Prevention \(CDC\)](#).
- The unemployment rate for people with disabilities is more than twice the rate for those without a disability. This is true across all age groups and all education levels. The vast majority of people with disabilities are striving to work.

3.



### **Explain the Bottom-Line Benefits of Employing People With Disabilities.**

- Companies that use best practices for employing people with disabilities had 28 percent higher revenue, 30 percent higher profit margins, and twice the net income, according to a 2018 report by Accenture. They were also twice as likely to have higher shareholder returns.
- Retention. People with disabilities stay longer at their jobs. Their turnover rate is half that of employees without disabilities.

4.



### **Explain How People With Disabilities Can Strengthen Your Workforce.**

Employees with disabilities are as productive as other employees – or even more productive – and have fewer safety incidents. They drive innovation in areas like problem-solving and product development.

Building an inclusive workplace sends a message about your company's values. It improves overall morale and culture. Employees have more satisfaction and are more engaged. Workers with disabilities will increase diversity in the workplace.

5.



### **Describe How Inclusion Can Provide Access to a Vast Market Opportunity.**

In the United States, disposable income for working-age people with disabilities is \$490 billion, according to a 2018 report from the American Institutes for Research. Discretionary income is about \$21 billion.

Consumers with disabilities make more shopping trips and spend more per trip than those without disabilities.

Consumers favor brands from purpose-driven companies that are responsible and caring.

Even companies recognized for racial, ethnic and gender diversity, don't always think of hiring people with disabilities as a business imperative. Here is the rationale you can present to show leaders how disability inclusion can boost revenue and morale.



# RECRUITMENT: Inclusive Talent Acquisition Practice

**Below are examples from high-performing disabled employers in outreach and recruitment best practices.**

## **Accenture North America Recruiting Learning Call**



Accenture is committed to disability inclusion and has created the North America Recruiting Learning Call to provide their recruiters with the information, tools, and resources necessary to identify confidently and enthusiastically, source, engage, and accommodate candidates with disabilities. Recruiters on the call also learned where and how to get help, interviewing techniques and alternative assessments.

## **Microsoft's Recruitment Strategies and Job Seeker Website**



Microsoft has a dedicated website for job seekers with disabilities to learn about Microsoft's approach to hiring, accommodations, onboarding, community, and how to apply for open roles at Microsoft. They partner with multiple vendors to help them recruit people with disabilities.

## **3M's Veteran Volunteers**



3M's Veteran Volunteers make the company more accessible in the community particularly knowing that job hunting can be isolating and frustrating for veterans. 3M's Veteran Volunteers help to coach and mentor transitioning service members (about 15 to 20 per week) in weekly one-on-one conversations.

# RETENTION & ADVANCEMENT: Offer Professional Growth and Mentoring

In order to retain talent, many companies are turning inward to develop, reskill, retrain and/or mentor. For high-performing disability inclusive companies, they are developing talent and created customized programs focused on employees with disabilities.



## **Bank of America Retention and Advancement Practices**

Bank of America has a Support Services Team that employs 300 people with cognitive and developmental disabilities. Their high retention rate is a product of Bank of America creating meaningful work in the IT environment in which employees can realize their full potential every day.

Bank of America's Disability Advocacy Network (DAN) has grown by 70% over the last three years and now has more than 7,000 global members. DAN members educate the company on issues for those affected by disabilities by holding events focused on special needs planning, resources for children with learning disabilities, Alzheimer's and eldercare, diabetes and disability etiquette and services available at the bank. Importantly, DAN supports employees with disabilities by connecting them to opportunities for professional growth and development, holding informational forums and providing opportunities for community involvement and advancement.





### **EY Neurodiversity@Work Programs**

EY's "Neurodiversity@Work" expands opportunities for autistic candidates and employers. The program provides guidance on communicating effectively with autistic colleagues and sharing internal and community tools, resources and supports for EY families impacted by autism. EY also has 80 neurodiverse professionals working in five U.S. Centers and has held nearly a dozen Neurodiversity@Work and @Home events, including one in Manhattan where their global chairman shared his personal story. These events are expanding across the US in 2019-2020 and are helpful in retention and advancement.



### **ILG's Disability Inclusion Essentials**

ILG's Disability Inclusion Essentials virtual workshop empowers you to make disability inclusion an explicit part of your overarching business strategy. Starting with a broad overview of the role HR professionals play in addressing this issue, you will maximize workplace disability inclusion and minimize disability discrimination across the employment process. You will discuss the importance of inclusion for people with disabilities, employers, and the business case for aligning disability inclusion with a company's strategic human-capital, diversity, and customer-service imperatives. Learn more about [ILG's Disability Inclusion Essentials](#).