

Business Strategies that Work:

A FRAMEWORK FOR DISABILITY INCLUSION

WANT TO TAP INTO THE THIRD LARGEST MARKET SEGMENT IN THE U.S.?

Any smart business would. As with any customer segment, one of the best ways to do so is to ensure it is represented in your workforce.

Interestingly, this demographic isn't a particular race, gender or age group. It's people with disabilities. The size of this population—54 million strong—surpasses Hispanics, African Americans and Asian Americans, as well as Generation X and teens. Add in their families and friends, and the estimated purchasing power grows exponentially.

By proactively employing people with disabilities, businesses can gain a better understanding of how to meet the needs of this important and expanding customer base. What's more, research shows that consumers both with and without disabilities favor businesses that employ people with disabilities.

But while research shows that a workplace inclusive of people with disabilities is good for business, not all employers know how to effectively employ such individuals. **To help, the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) developed *Business Strategies that Work: A Framework for Disability Inclusion***—a compilation of promising policies and practices for recruiting, hiring, retaining and advancing qualified individuals with disabilities.



Disability Policy.
Employment Practice.
Full Inclusion.

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Business Strategies that Work: A FRAMEWORK FOR DISABILITY INCLUSION

With ideas for businesses of all sizes and in all industries, *Business Strategies that Work: A Framework for Disability Inclusion* is an essential resource for employers wishing to ensure their workplaces—and customer bases—are diverse and inclusive. It outlines proactive disability employment strategies employers can implement across seven key operational areas:

- **Lead the Way:** Inclusive Business Culture
- **Hire (and Keep) the Best:** Personnel Processes
- **Ensure Productivity:** Reasonable Accommodation Procedures
- **Build the Pipeline:** Outreach and Recruitment
- **Communicate:** External and Internal Communication of Company Policies and Practices
- **Be Tech Savvy:** Accessible Information and Communication Technology
- **Grow Success:** Accountability and Continuous Improvement Systems

