

Learning directly from disabled people:
A toolkit for global business



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...You would be surprised how rarely it actually happens. Organisers of 'disability' conferences around the world still often see no need to invite disabled people themselves; retailers still forget to ask disabled and older customers if the new kit actually works for them; managers still ask doctors or HR - not the person - what adjustment this disabled employee needs to enable them to be

Hardly rocket science you say? It took you thirty years to figure out we should be talking to each other you say...?

The ten fundamentals of disability confidence - the bdi Charter

Ten fundamentals were created by bdi aim to promote consistent best practice worldwide. They make up the bdi Charter, which our founding members have signed to help them map and measure their progress. The essential point of the Charter, which underpins all the other points, is the importance of learning directly from disabled people.

The aim of bdi members is to be 'disability confident' as they continuously improve how they enable their colleagues, potential colleagues, customers and stakeholders to contribute to business success, to

economic growth and to the sustainability of the communities in which they operate.

By committing to the ten fundamentals that underpin the Charter, bdi members challenge themselves to improve their performance for the more than 1 billion people with disabilities worldwide, including those who experience disability as part of the ageing process.

Each of the ten fundamentals is underpinned by the principle of learning directly from people with disabilities.



Leadership



communicating our rationale for becoming 'disability confident'



Learning Directly From Disabled People

6th December 2016

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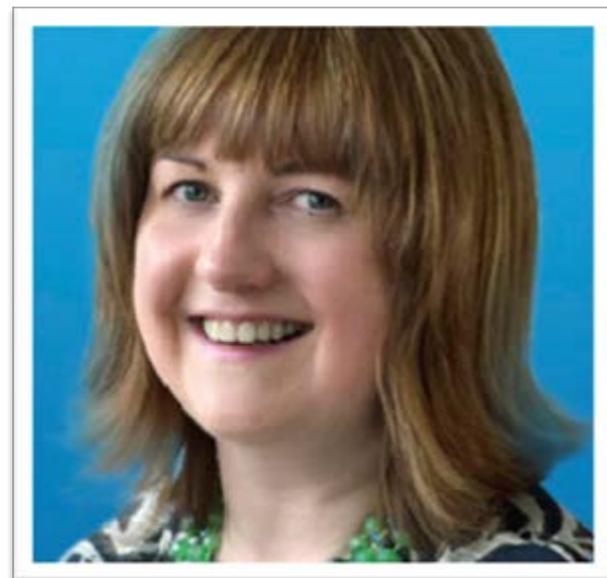


Welcome to the webinar

Susan Scott-Parker OBE

CEO

business disability international



Kate Nash OBE

Founder of PurpleSpace

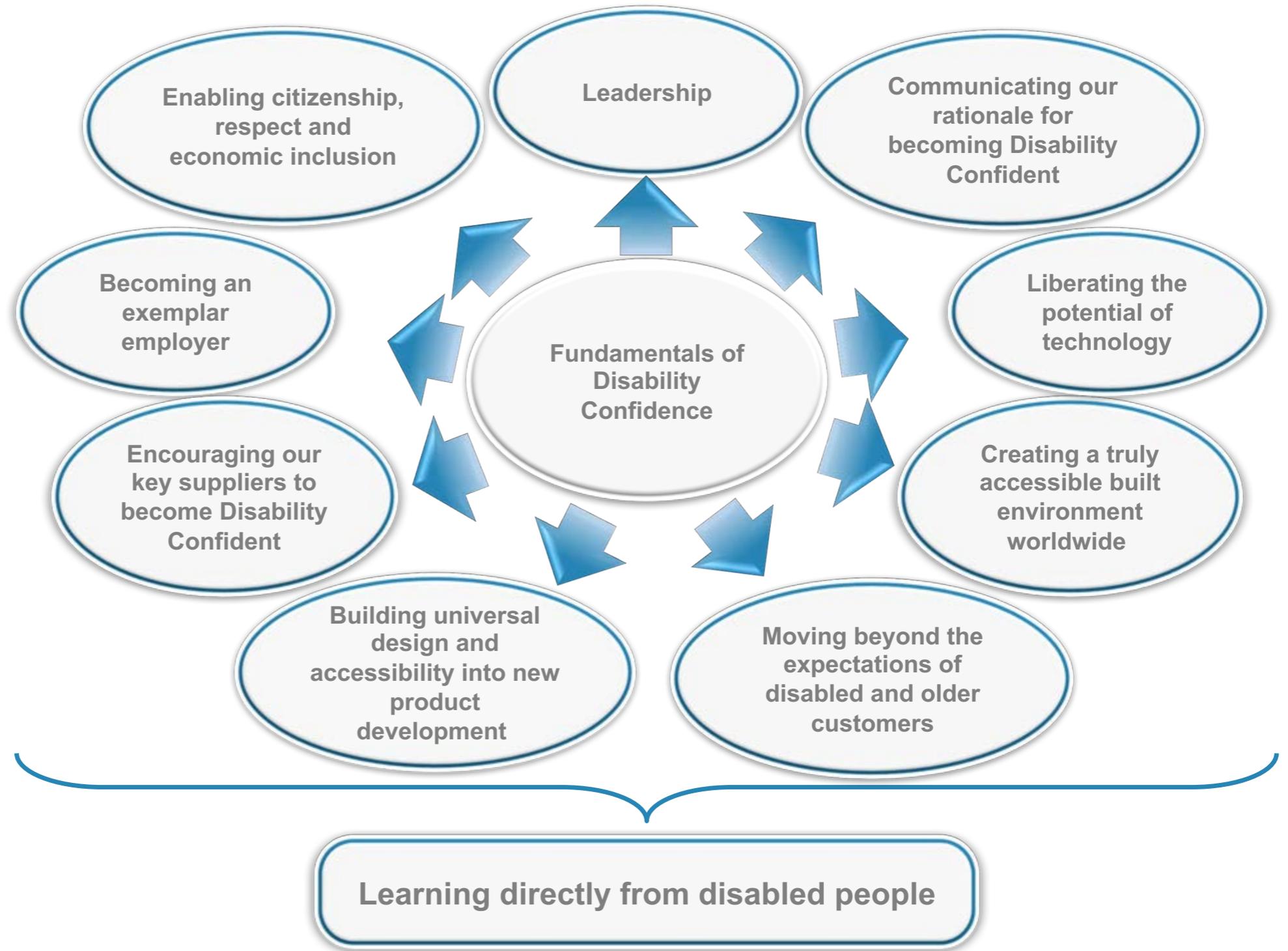
Author, 'Learning Directly From Disabled People'

**Why do we
need to learn
from disabled
people**



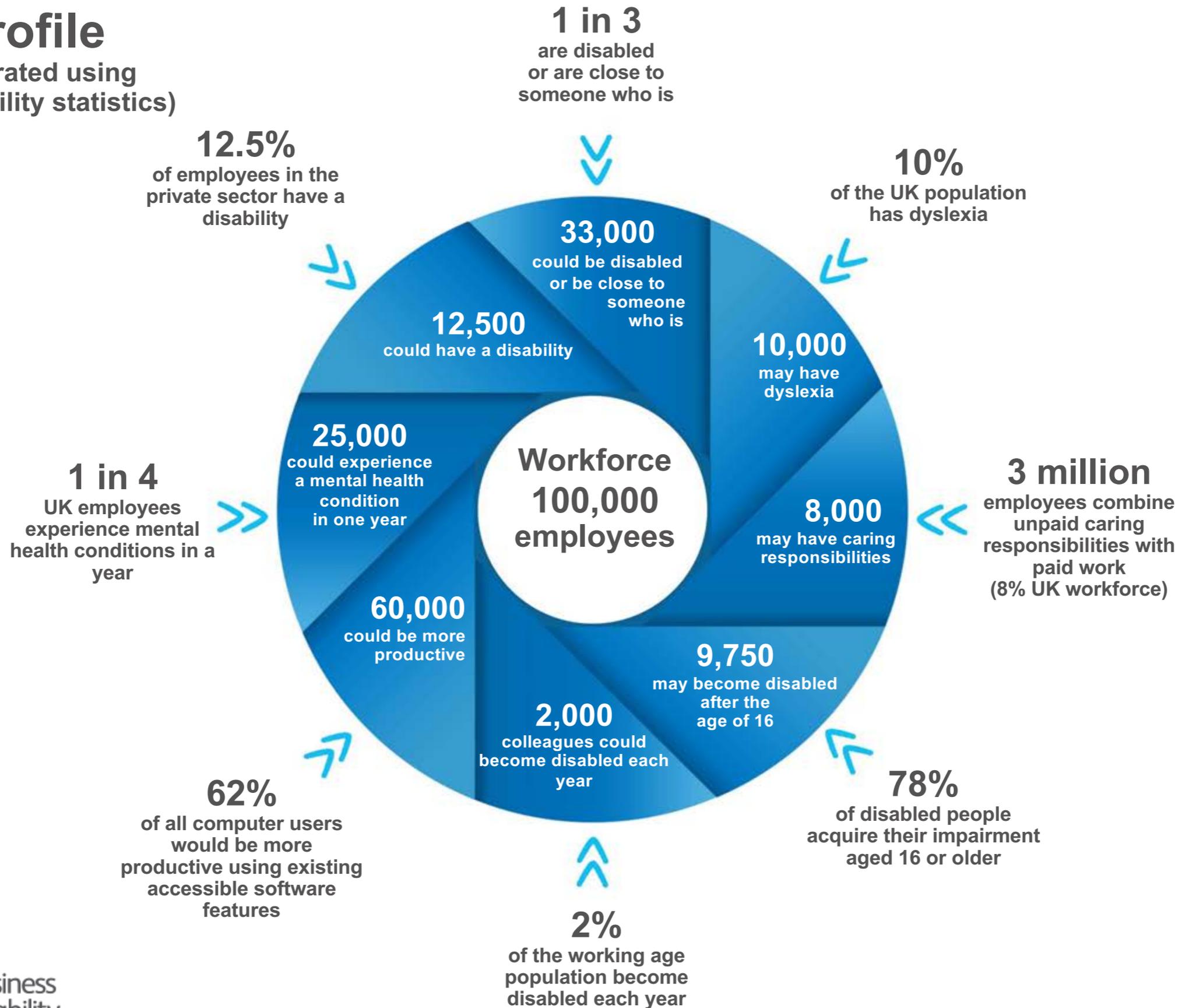


The bdi Charter sets out a clear strategic agenda which enables any global business to identify priority areas for action and start their journey towards global disability confidence



Workforce Profile

(Illustrated using UK disability statistics)



Creating sea-change

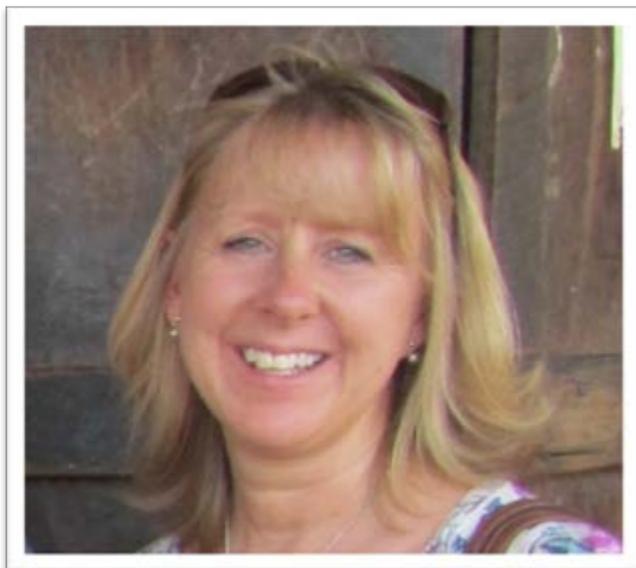
- > Understanding the universal truth in social and business transformation
- > Nothing about us without us
- > ‘Riddling’ the system
- > Taking (calculated) risks



Making it real: some practical hints and tips

- > Employee Resource Groups
- > Surveys
- > Listening groups
- > 'Mystery shopping'



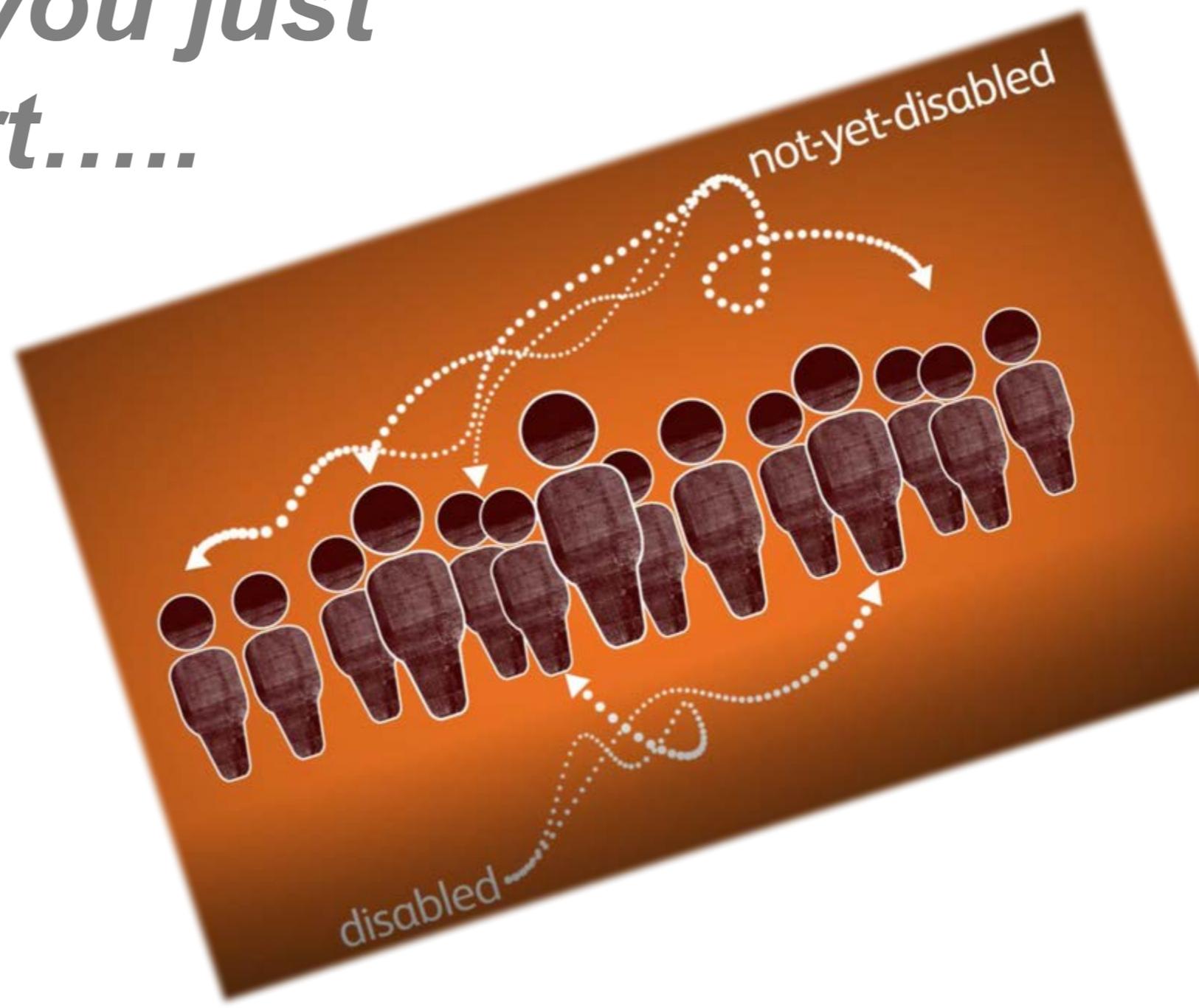


Case study

Paulette Cohen

Director, Diversity & Inclusion,
Group HR
Barclays

*It's not difficult once
you start – you just
need to start.....*





Questions?

Got a case study
you'd like to
share?



We'd love to hear from you!
info@businessdisabilityinternational.org

