

How can organisations learn directly from disabled people?

Some further examples

Organisations should consider the following ideas:



Using a high-level external reference group

One global professional services firm set up an external reference group, including a number of high-profile disabled figures. The group met twice a year and was chaired by a partner.

The firm was able to attract other senior business leaders to the group and it became a well-respected forum for ideas and best-practice exchange.

Using disabled trainers to deliver confidence and personal resilience programmes

One company set up a career and personal development programme for its employees with a disability. Using respected disabled trainers, it has seen many hundreds of disabled colleagues go through the programme over the last ten years. One of the consequences has been that the company's employee network has grown from 400 to 3,800 – a 950% increase.



Using qualified architects and designers who are disabled

In 2012, the London organising Committee of the Olympic and Paralympic Games (LOCOG) ensured minority-owned businesses were included as partners. Disabled suppliers were used from the design of the opening ceremony to the kitchens built for the paralympians.

Launching global campaigns to acknowledge diverse workforces

One global oil company launched a campaign that included a series of short two-minute videos titled "Be Yourself" to encourage its disabled employees to bring their authentic selves to work and fulfil their potential. It featured their own disabled employees from 15 different countries and was launched to coincide with the United Nations International Day of Persons with Disabilities.

The YouTube compilation of the campaign has had over 6,000 views.



About business disability international



bdi

a unique, global, business-led consortium working to the mutual benefit of business, people with disabilities, and the societies and economies in which businesses operate. It was founded by Barclays, GSK and Infosys, together with Susan Scott-Parker OBE.



bdi enables its member companies to:

diagnose and address the systemic implications of disability on their business as it affects their worldwide customers, colleagues, potential colleagues and wider stakeholders

jointly fund a cost-effective, central resource with unique business-disability experience



bdi does this by asking:

“What does global HQ need to say and do, to enable national leaders to deliver the consistent best practice that, in turn, delivers both business and societal benefit?”



bdi pioneers:

practical business-to-business collaboration, learning and influence, making it easier to deliver worldwide the best practice we brand ‘disability confidence’

Learning directly from disabled people: A toolkit for global business

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