Disability is diversity

Disability is a diversity classification that transcends all ethnic, racial, age, gender, education, and socioeconomic lines. It represents the only minority group that anyone can join at anytime.

"It is part of the culture. It's about inclusion, it's about IBM being the type of company that makes us want to have a workplace where the best skilled candidates [want to work] no matter what color, sexual orientation, religious beliefs, etc .... It has to do with talent and not ignoring people who could help us achieve our business goals".

— Jim Sinocchi, IBM

EARN

Employer Assistance and Resource Network

www.AskEARN.org
1-855-AskEARN
(855-275-3276, Voice/TTY)

Confidential, no-cost consultation, customized training and resources to support the employment and inclusion of workers with disabilities.

The National Technical Assistance, Policy, and Research Center for Employers on Employment of People with Disabilities is funded by a cooperative agreement from the U.S. Department of Labor, Office of Disability Employment Policy to Cornell University.

EARN HAS THE ANSWERS!

Diversity Promotes
Competitive Advantage

Ask the Employer Assistance and Resource Network (EARN) how to make your workforce diverse and inclusive for existing and future empoyees and for customers with disabilities

Why does workforce diversity matter?

Employees are a company's greatest asset. Understanding and valuing the variety within your organization and among your customers creates an opportunity to capitalize on the ideas, creativity and contributions inherent in a diverse workforce. Employees with disabilities, including veterans, are an important part of a business's diversity capital.

Advantages of recruiting individuals with disabilities

- Provides access to a largely untapped pool of qualified candidates
- Capitalizes on tax incentives
- Increases the diversity of perspectives and creative problem solutions
- Demonstrates social responsibility and community involvement

Disability inclusion: Impact on the marketplace

Employing individuals with disabilities can have a direct impact on your business's marketplace performance by:

- Increasing your overall market share by accessing customers with disabilities and their family members
- Enhancing your brand recognition
- Establishing your company as an employer of choice
- Reflecting the diversity within the disability market
- Ensuring that communication channels for advertising and promotion are inclusive and accessible
- Tapping into the experience of your employees with disabilities for product development, testing and marketing
- Developing simple modifications to make existing products and services accessible

How can employers infuse disability into their diversity initatives?

LANGUAGE: Incorporate disability language into your diversity statement, company website, annual report, product advertisements, and marketing materials.

AWARENESS: Establish internships and mentoring programs targeted for people with disabilities to increase your employees' cultural competence.

PARTNERSHIPS: Reach out and partner with local recruitment sources serving job seekers and veterans with disabilities.

SUPPORT: Provide support to your current employees with disabilities by establishing an Employee Resource Group focused on disability issues.

TRAINING: Increase awareness among your employees by integrating disability issues into diversity training and internal communications.