



## The EFD Disability Champion's Strategic Checklist<sup>1</sup>

Senior leadership champions are critical to driving the disability agenda forward.

Below are the critical focus areas for disability champions to assess their organisation's present level of **disability confidence** and to formulate strategy development. Bear in mind that to effect sustainable business improvement, you need to address each of these areas as they are interlinked. For instance, a written commitment to valuing disabled employees and customers will not be credible if customers or employees are unable to access your websites.

- Do you have a widely understood written commitment - publicly supported by senior executives – to valuing disabled people as talent, employees and customers, and becoming a disability confident organisation?
- Can your colleagues readily explain why disability confidence is good for business?
- In countries with disability legislation, do managers know what they and their teams should do if you are to, at least, meet your legal obligations to disabled applicants, employees and customers? Do they know why best practice always transforms legal obligation to business benefit?
- Have all your premises been carefully audited and then adapted to ensure they are as accessible as possible, for as many employees and customers as possible? Does every refurbishment leave them even more accessible?
- Do you train and equip your people to welcome disabled and older customers and to quickly make those adjustments which enable them readily, and with dignity, to access your goods and services?
- Do your IT colleagues ensure technology enables disabled applicants and employees to realise their full potential? Are all your online recruitment, e-commerce, internet and intranet processes attractive and accessible to disabled applicants, employees and customers?
- Is everyone responsible for promotion and staff development trained to ensure that disabled employees, including the many who become disabled while in work, are actively enabled to realise their potential?
- Do you have well publicised policies which enable you to deliver confidential, timely and effective reasonable adjustments, including communications in alternative media for disabled applicants and employees?
- Do you require suppliers to be 'disability competent'? Particularly those which directly affect your ability to deliver adjustments to applicants, employees and customers, such as IT, Facilities

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<sup>1</sup> Employers' Forum on Disability, UK



Management, Recruitment, Occupational Health, Market Research, HR, Training, new product development?

- Do your investments in corporate responsibility reflect the emerging global positioning of disability as a civil and human rights issue, as well as an economic and societal priority?