



Sample Actions the Getting Started

Introduction.

The following table lays out a generalised sample of actions that can be undertaken by organisations, to set out on the road towards **disability confidence**.

A committed senior leadership, accountable for the actions and follow-up of deliverable change can use the details in the following table to drive sustainable development. Taylor this action driven sample to meet the realities of the organisation, individuals, departments and markets.

In realising the potential of engaging disabled employees and valuing disabled customers and key stakeholders your organisation will:

- tap into a wider, more diverse, talent pool.
- Improve recruitment practice by focusing on ability and potential.
- Enable all to contribute, by creating barrier free working environments.
- Enhance productivity by providing the right tools and training.
- Harness diversity of thought and innovation from disabled employees, bringing different perspectives and problem solving techniques to your organisation.
- Improve employee morale and engagement, as people realise that they to will be treated fairly, should they become disabled.
- Improve employee retention.
- Reduce costs of sickness and absence.
- Reduce brand risk.
- Increase market potential from disabled customers.
- Demonstrate that you value your major stakeholders.
- Innovate and deliver tailored services for disabled customers.
- Improve customer retention.

Critical Focus Area	Actions	Resources
Employment policy and procedures	1. Publish a clear equal opportunities policy	<ul style="list-style-type: none"> • Guidelines for Writing an Inclusive Equal Opportunities Policy





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<p>Staff training and disability awareness</p>	<ol style="list-style-type: none"> 1. Hold disability awareness events 2. Disability training for employees <ul style="list-style-type: none"> • on the business case for being disability confident • legal obligations (where relevant) • unwelcoming and servicing disabled customers • on becoming disability confident 3. Appoint Disability Champions, and publicise who they are and how they may be contacted 	<ul style="list-style-type: none"> • Practical Ways of Building Awareness and Engaging Stakeholders • Template Business Case Powerpoint Presentation • Disability in the Workforce – Hong Kong Management Insight Indicator • Disability in the workforce – Singapore Management Insight Indicator
<p>The working environment</p>	<ol style="list-style-type: none"> 1. Conduct a facilities audit 2. Review your recruitment policies, resources and e-recruitment websites 3. Review accessibility tools for software 	<p>Sample Facilities Disability Audit Guidelines for Recruiting People With Disabilities IT Leadership Checklist</p>
<p>Reasonable adjustments</p>	<ol style="list-style-type: none"> 1. Publish clear policies for timely and confidential real adjustments <ul style="list-style-type: none"> • for recruitment • for venues • for existing staff 2. communication and refresher courses of policies to all staff 	<p>Making Sense of Reasonable Adjustments Delivering Accessible Events Checklist</p>





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Recruitment	<ol style="list-style-type: none"> 1. Review your recruitment policies, resources and e-recruitment websites 2. Provide training for employees 3. Measure numbers of disabled people at each stage in your recruitment, selection and induction process 4. Attend and/or organise disabled recruitment events 5. Make reasonable adjustments to your existing procedures (accessible forms, alternative interview formats, signing facilities etc.) 6. Publicise the fact that you are disability confident when recruiting. 	Guidelines for Recruiting People With Disabilities
Career development, training and work experience	<ol style="list-style-type: none"> 1. Provide specific development structures for disabled employees. 2. Measure numbers of disabled employees who are offered and attend development opportunities 	
The wider community	<ol style="list-style-type: none"> 1. Attend disability awareness events 2. Provide mechanisms for disabled customer feedback, suggestions and complaints. 3. Measure feedback and responses. 	
Market research	<ol style="list-style-type: none"> 1. Implement market research focused at disabled communities. 	
Product design	<ol style="list-style-type: none"> 1. review product design with your Disability Champions. 	





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Customer interface	<ol style="list-style-type: none"> 1. Audit e-commerce websites to ensure accessibility 2. Audit sales and marketing material to ensure accessibility 3. Review accessibility of premises, retail outlets, customer service centres. 4. Review telecommunications facilities and train call centre staff to handle disabled customer communications 	<p>Guidelines for Creating Accessible Websites and Webpages</p> <p>Guidelines for Written Communication</p> <p>Sample Facilities Disability Audit</p>
Monitor	Set up monitoring and reporting structures to access performance	

