# *Just Start* Disability Inclusion Discussion Guide

The only way that organizations successfully target people with disabilities – as consumers *and* employees – is by having internal discussions, leading to action. The Solutions Marketing Group’s ***Just Start* Disability Inclusion Discussion Guide** is an easy-to-use resource that’s been used to drive internal conversations among teams and/or stakeholder groups. We suggest you answer the questions first, and then go through it with internal partners.

1. What has your organization already done to market to, serve and/or employ people with disabilities? What was the outcome?
2. Name 3 reasons disability inclusion is important for your organization.
3. Who are the leaders that have the authority to drive disability inclusion?
4. What additional leaders and/or departments need to be engaged across the enterprise?
5. What are your internal stakeholder’s biggest objections about disability marketing, employment and customer service?
6. What steps can you take to counter objections?
7. Which organizations are doing disability inclusion well? Who is most consistent and what can we learn from them?
8. What additional information do you need to drive the internal discussion?