Disability Inclusion Blueprint
2019

SOLUTIONS
marketing group

Welcome to the Disability Inclusion Blueprint!

Welcome and congratulations on taking initial steps to ensure that your organization integrates disability inclusion into your organization in 2019. The Disability Inclusion Blueprint is designed to spark thinking and creativity to drive strategy that moves your company from knowing it should do something to actually doing something to better market to, employ and serve the disability market.

HERE'S HOW TO USE THIS GUIDE:

1. Print it out.
2. Complete the guide, alone.
3. Use the guide at your team meetings.
4. Share results with an engaged senior leader.
5. Identify next steps to drive disability inclusion in 2019.

Millions of people with disabilities, their families and friends need the products and services your organization offers. They just need you to demonstrate that you value them, understand their needs and provide a solution that allows them to work and experience products and services like their peers without disabilities.

2019 is the year disability inclusion can make an impact in your organization. I'm ready to get to it, aren't you?

Let's go!

Carmen Daniels Jones
President/CEO

2018

Let's Recap the Year

2018

Write down or circle the number that best describes how well your company integrated disability inclusion this past year. Explain why you and/or your team feel that way.

SENIOR LEADER BUY-IN

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

EMPLOYMENT

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

CUSTOMER EXPERIENCE

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

MARKETING

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

PARTNERSHIPS

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

COMMUNITY ENGAGEMENT

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

PHILANTHROPY

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

MEASURABLE RESULTS

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

PRODUCT DEVELOPMENT

1   2   3   4   5   6   7   8   9   10

Why: _____

_____

_____

2018

Now that you've ranked how you feel in these categories, use the answers to help with the following questions related to disability inclusion.

1. WHAT WERE 3 SUCCESSFUL MILESTONES THAT HAPPENED IN 2018?

_____
_____
_____

2. WHAT WERE 3 CHALLENGES YOUR TEAM AND/OR ORGANIZATION FACED THIS PAST YEAR AND HOW DID YOU ADDRESS THEM?

_____
_____
_____

3. WHAT IS THE BIG LESSON YOU, YOUR TEAM AND/OR ORGANIZATION LEARNED THIS PAST YEAR?

_____
_____
_____

4. WHAT GAP ARE YOU TRYING TO CLOSE? ARE THE GOALS INSPIRATIONAL, MOTIVATIONAL, OR EDUCATIONAL?

_____
_____
_____

5. WHAT HAS BEEN THE BUY-IN FROM THE TOP?

_____
_____
_____

6. WHAT QUESTIONS DID SENIOR LEADERS HAVE THAT YOU AND/OR YOUR TEAM WERE ABLE TO ANSWER?

_____
_____
_____

7. WHAT QUESTIONS DID SENIOR LEADERS HAVE THAT YOU AND/OR YOUR TEAM WERE UNABLE TO ANSWER?

_____
_____
_____

2019

Let's Plan to Move Forward

2019

What is one thing you and/or your team want to do to change or improve, ensuring that disability inclusion is successfully integrated within your organization?

SENIOR LEADER BUY-IN

_____

_____

_____

EMPLOYMENT

_____

_____

_____

CUSTOMER EXPERIENCE

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MARKETING

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PARTNERSHIPS

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COMMUNITY ENGAGEMENT

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PHILANTHROPY

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MEASURABLE RESULTS

_____

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_____

PRODUCT DEVELOPMENT

_____

_____

_____

WHICH DEPARTMENTS/LEADERS NEED TO BE AT THE TABLE TO DISCUSS DEVELOPING AN INTEGRATED, DISABILITY INCLUSION STRATEGY?

_____

_____

_____

WHAT ONE THING CAN YOU AND/OR YOUR TEAM DO WITHIN THE NEXT 30 DAYS TO ADVANCE DISABILITY INCLUSION WITHIN YOUR ORGANIZATION?

_____

_____

_____