

DISABILITY CREATES INNOVATION IN EMPLOYMENT

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Today's Goals

- 💧 Understand how disability drives innovation
- 💧 Recognize opportunities
- 💧 Identify challenges
- 💧 Create a roadmap

The Global Context

Models for Understanding Disability

- 💧 Charity model
- 💧 Business model

Rationale for Employing People with Disabilities

- ◆ Legal
 - ◆ CRPD
 - ◆ National regulations and requirements
- ◆ Social
 - ◆ Benefits of an inclusive society
 - ◆ Corporate citizenship
- ◆ Economic
 - ◆ Efficiency and effectiveness of individual businesses
 - ◆ Growth in consumer demand
 - ◆ Reduced income inequality

How Disability Drives Innovation

Disability Highlights Inefficient Processes

- ◆ Including employees with disabilities shows where people are doing unnecessary work
- ◆ Promotes thinking about better productivity
- ◆ Leads to lean and efficient processes

Disability Opens Up New Markets

- ◆ Employees with disabilities help innovate products
 - ◆ New products
 - ◆ New design features for existing products
 - ◆ Valued by all customers
- ◆ Employees with disabilities help innovate services
 - ◆ Attract and engage latent customers
 - ◆ Engage existing customers in new ways

Disability Drives Profitability

- 💧 15% of the population is disabled
- 💧 Hiring from this segment improves your business processes
- 💧 Addressing this market improves your products and services
- 💧 Improving your products and services also earns you higher profits in the other 85% of the market

The Impact on Your Business

- ◆ Employers who hire people with disabilities:
 - ◆ Learn to manage people and processes better
 - ◆ Become more successful employers
 - ◆ Raise the profile of their businesses
 - ◆ Gain a positive global reputation
 - ◆ Become more competitive
 - ◆ Become more profitable

Practical Steps

Business Challenges

- Managing your labour supply
 - Quality
 - Sustainability
- Managing innovation
 - Product development
 - Market penetration

Preparation

- Employee sensitization
 - Your existing employees are an important stakeholder
 - How will you prepare them?
 - Sign language training
 - Appropriate conduct
- Barriers to accessibility
 - Identify
 - Fix

Recruitment

- ◆ Absorption rate
 - ◆ You cannot hire all the employees with disabilities at once
 - ◆ Natural rate of integration
 - ◆ Learning to train, learning to succeed
- ◆ Sequential recruitment model
 - ◆ The first employees with disabilities you hire will find the next ones for you

Job Innovation

- ◆ Deconstruct the job
 - ◆ What are the overall work outputs?
 - ◆ Question intermediate outputs
 - ◆ Question assumptions about processes
- ◆ Empower your employees
 - ◆ Allow the team to decide how to redesign the work

Product & Service Innovation

- ◆ Get employees with disabilities to tell you what needs to change
- ◆ Rethink purposes
- ◆ Rethink modes of use
- ◆ Question assumptions
- ◆ Use disability as a way to re-engage with your customers

Barriers

- ◆ Letting go of old mindsets
 - ◆ Cannot hire people out of pity
 - ◆ Employees with disabilities must be productive
- ◆ Workplace dynamics
 - ◆ Others will resent special treatment
 - ◆ Apply what you learn to all employees
 - ◆ All employees deserve support and training to succeed

Goal Setting

- 💧 This *not* about quotas
- 💧 Disability must be linked to business goals
 - 💧 Profit
 - 💧 Market share
 - 💧 Customer satisfaction
 - 💧 Rate of innovation

Discussion Questions

Questions

- What makes hiring employees with disabilities work?
- Why did you do it in your own business?
- Do you have any guidance for others?
- How would you extend it to all types of disability?
- How do you to ensure sustainable supply of employees?
- What synergies get created amongst inclusive businesses?
- How did other staff react?
- How did customers react?
- What unique perspectives did these employees provide?

Roadmap for Moving Forward

Vision

- ◆ **Sustainable transformation**
in employment practices related to disability
and in employment outcomes for people with disabilities
in this country

Goals

BY YEAR 4:

- ◆ **Secure supply** of well-trained employees with disabilities
- ◆ **Consistent demand** for employees with disabilities
- ◆ Employees with disabilities have reached **management positions**
- ◆ Penetration to **all major industries**
(leading companies signed on)

Steps

1. Establish steering committee
2. Develop support for employers in select industries
 - ◆ Identification of job opportunities
 - ◆ Identification and correction of employment barriers: Systemic & attitudinal
 - ◆ Recruitment of first employees with disabilities
3. Address supply problems for employees with disabilities
4. Publicize success, fix problems
5. Expand to next set of industries

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