Supercharge your disability inclusion strategies

with The Valuable 500

texthelp®

Valuable 500

pwc

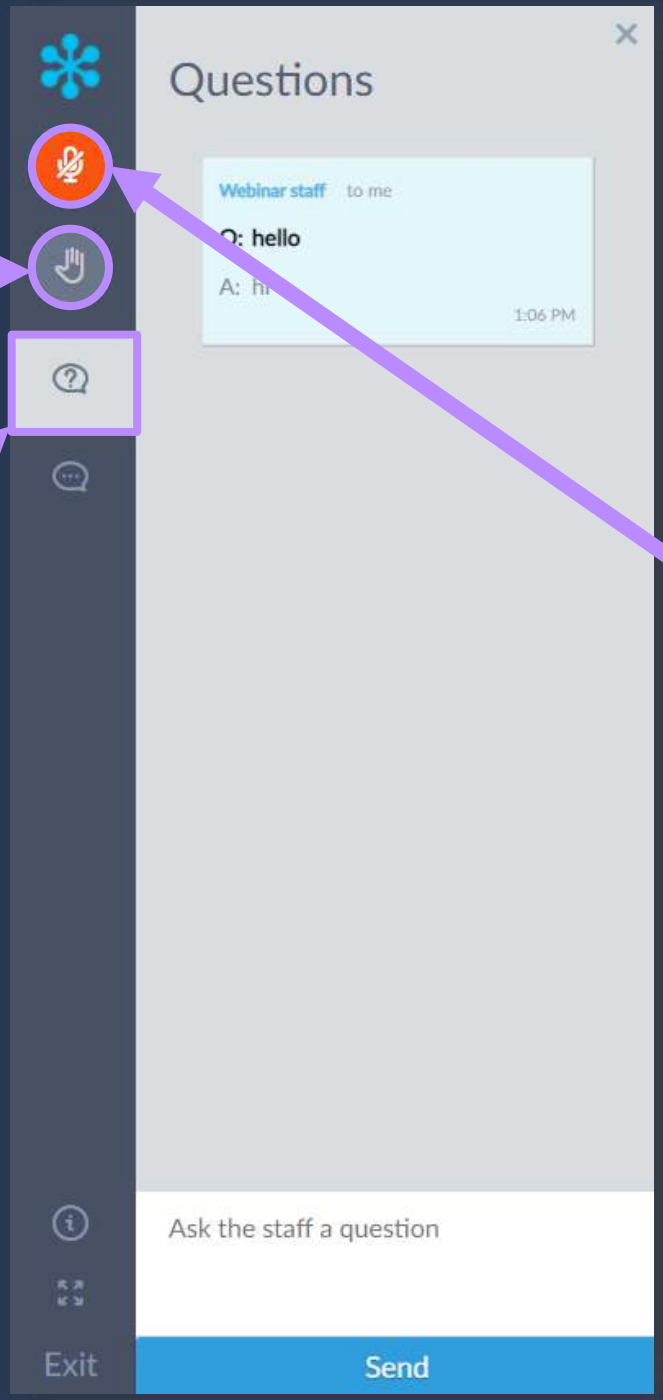
IBM

Donna Thomson

Marketing Manager

Report a problem

Ask a question



Everyone is muted

Join the conversation

#TexthelpDEI

Speakers

Speakers

Martin Mckay
CEO
Texthelp

Crosby Cromwell
Chief Partnerships Officer
Valuable 500

Chris Holloway
Accessibility & Digital Inclusion Manager
PwC

Alix Horton
Managing Consultant
Disability Network Group Lead
IBM

Clare McGinley
Inclusive Technology Specialist
Texthelp

Supporting different thinkers to read, write, and understand

Martin McKay

CEO, Texthelp

Dyslexia affects at least 8% of the population. In the USA 12% of students are in **special education**.

According to the National Literacy Trust, 16% of UK adults have ‘very poor literacy skills’

All these people may find it difficult to understand text.

(some of them are your colleagues)

This is a societal problem.

Everyone has the right to understand and be understood

This is our why. This is our purpose.

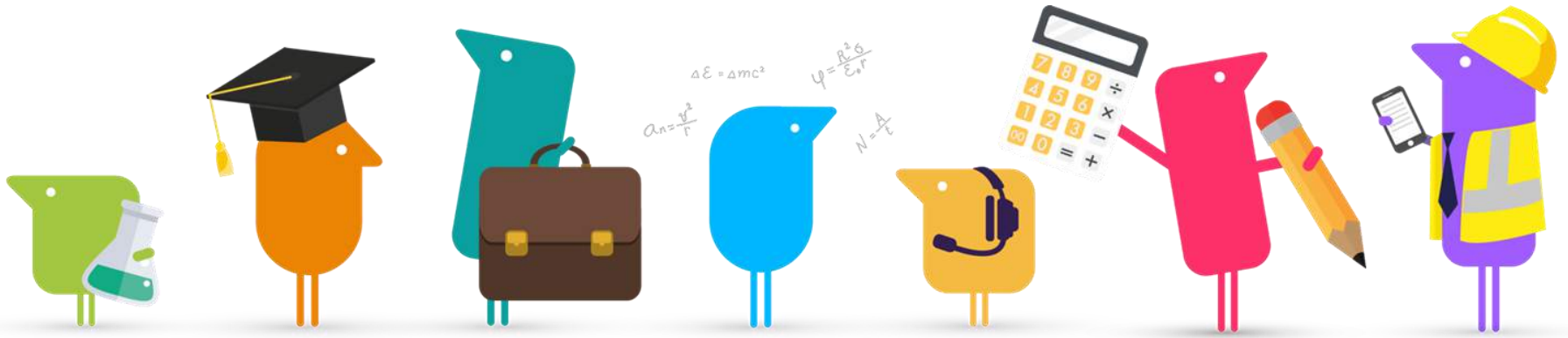
By 2030 Texthelp will have advanced the literacy and understanding of one billion people.

This is our moonshot.

Launched
1996

50M+
regular users

300+
texthelpers



Let’s work together to support Different Thinkers

Chris Holloway

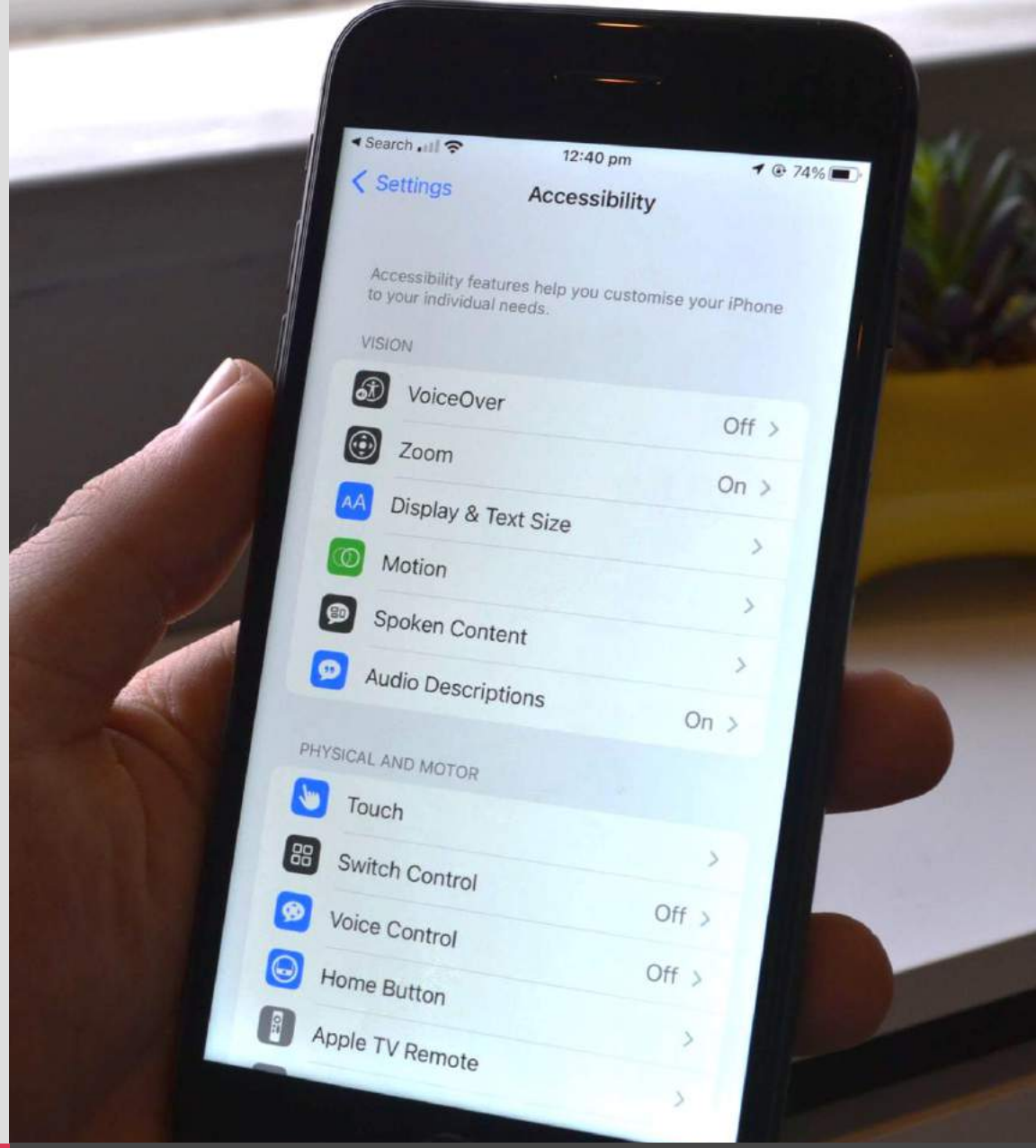
Accessibility & Digital Inclusion Manager

pwc

PwC Assistive Technology

‘Super Simple 5’

Presentation by **Chris Holloway**
January 2022



PwC: Assistive Technology

PwC has seen assistive technology uptake increase by 56% over the past 12 months

Sponsorship

1

Senior or board level sponsorship provides a stable foundation needed to support investment in inclusive technology, growth and accountability.

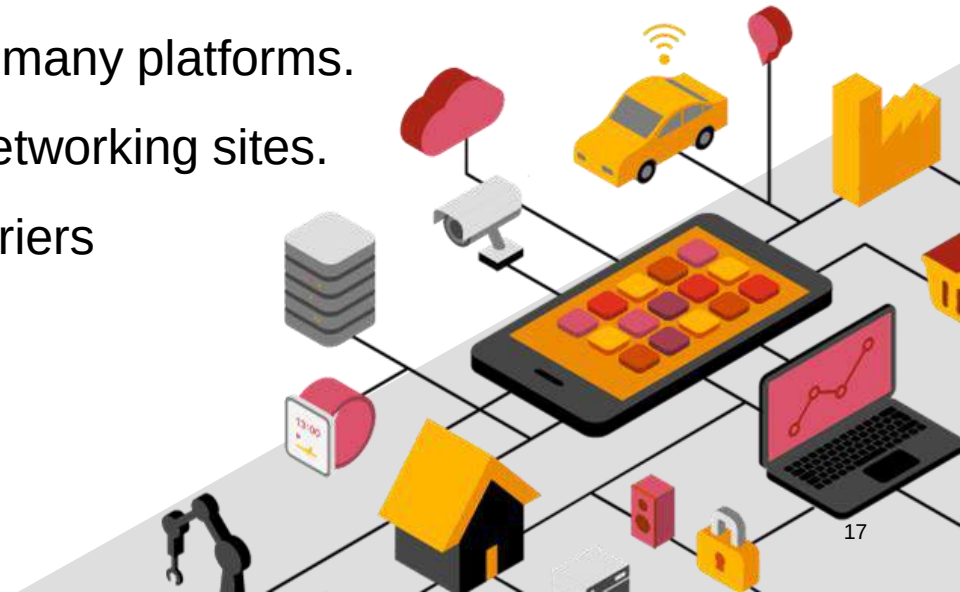
- Funding or budget approval to procure or maintain assistive technologies.
- Technology Risk support for newly emerging assistive technologies that perhaps are cloud based or requires access to personal data.
- Help remove barriers or obstacles that may require leadership approval.
- Provide access to other senior leaders who can help influence policies.

Assistive Technology Enablement

2

Ensuring assistive technology is available to people when it’s needed the most.

- Use reputable and stable assistive software or technology providers.
- Reduce friction by making software installations easily accessible.
- Provide **ongoing training** and opportunities to develop technology skills
- Not everything has to be ‘High tech’ built in accessibility is progressively becoming a mainstream option within many platforms.
- Join professional forums and social networking sites.
- When possible remove disclosure barriers

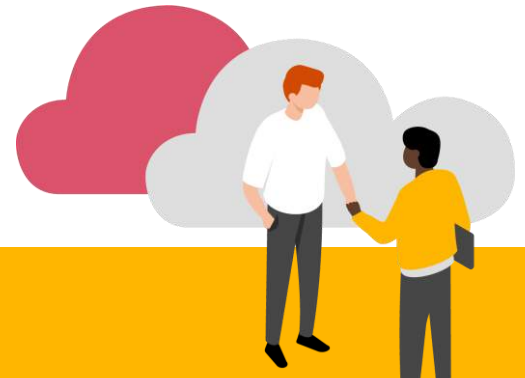


Relationships

3

Ensuring dedicated roles/ teams continually reviewing the technology on offer

- Focus on growing good strong relationships with your customers/ staff.
- Cross functional relationships: ie stakeholders across people processes such as recruitment / inclusion teams / technology / HS&E working collaboratively.
- Understanding how assistive technology is being used.
- Be transparent and open to discussion about the software available.
- Deliver upskilling and assistive tech focused training sessions with teams.
- Accessibility champion/ advocate networks really do make a difference!



Inclusive Processes

4

Develop processes that are inclusive, this helps people find information on assistive technology quickly and easily.

- Multiple entry points can help, however, this can also lead to confusion.
- Provide clear signposting to important information or policies.
- Alternative contact methods are great (email, phone, in person, live chat).
- Deliver easily to follow instructions and clear guidance throughout.
- **Never stop reviewing processes**, there is always room for improvement!

People

5

Remember people are just people

- **Involve** those using assistive technology when selecting new software and **listen** to what they really need.
- Newer technology, isn’t always better!
- No two individuals needs are the same
- Assistive Technology will only be able to access content that is created with accessibility in mind from the outset.

Thank you,

Find me on LinkedIn

pwc.co.uk

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Alix Horton

Managing Consultant

Disability Network Group Lead

IBM

Supercharge your disability inclusion strategies

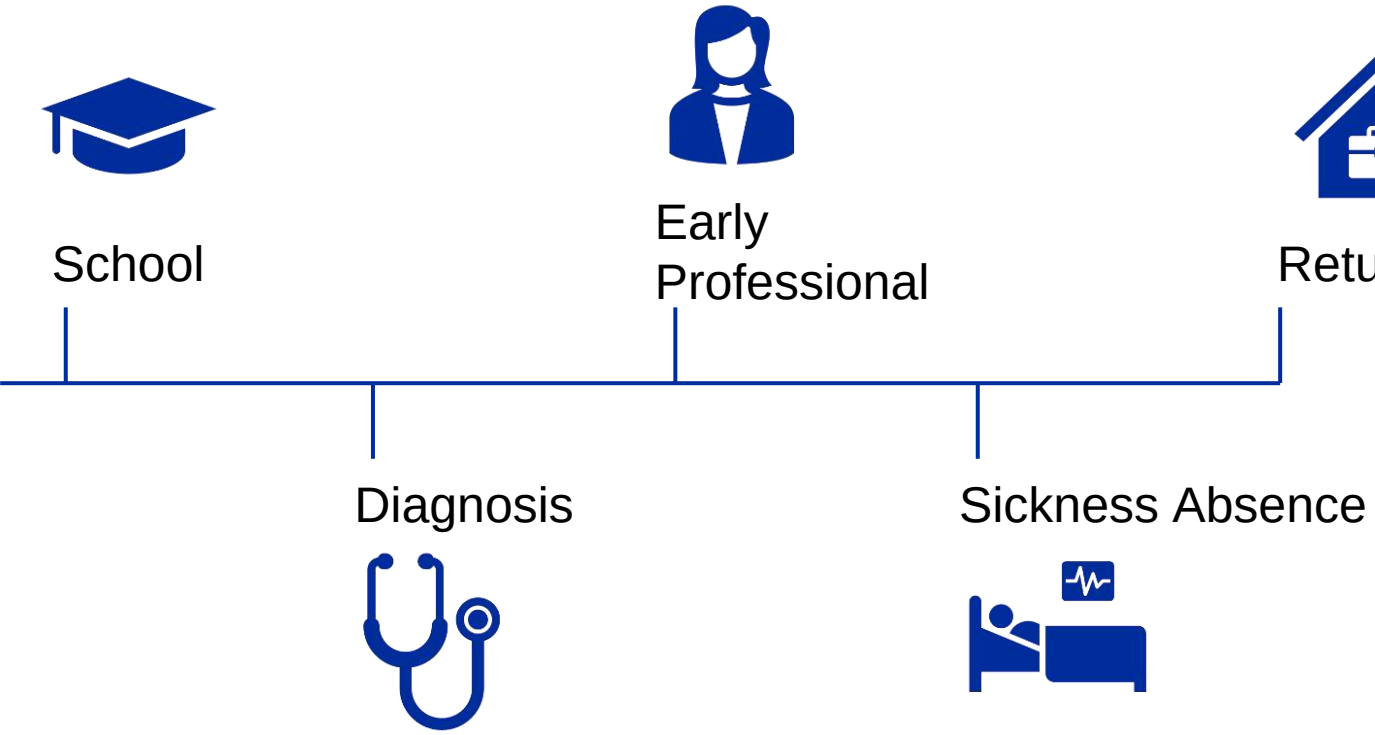
—

Alix Horton
Managing Consultant
Disability Network Group Lead

1 in 5 working adults are disabled

Of whom **80%** acquire their disabilities between ages 18 and 64

My Journey



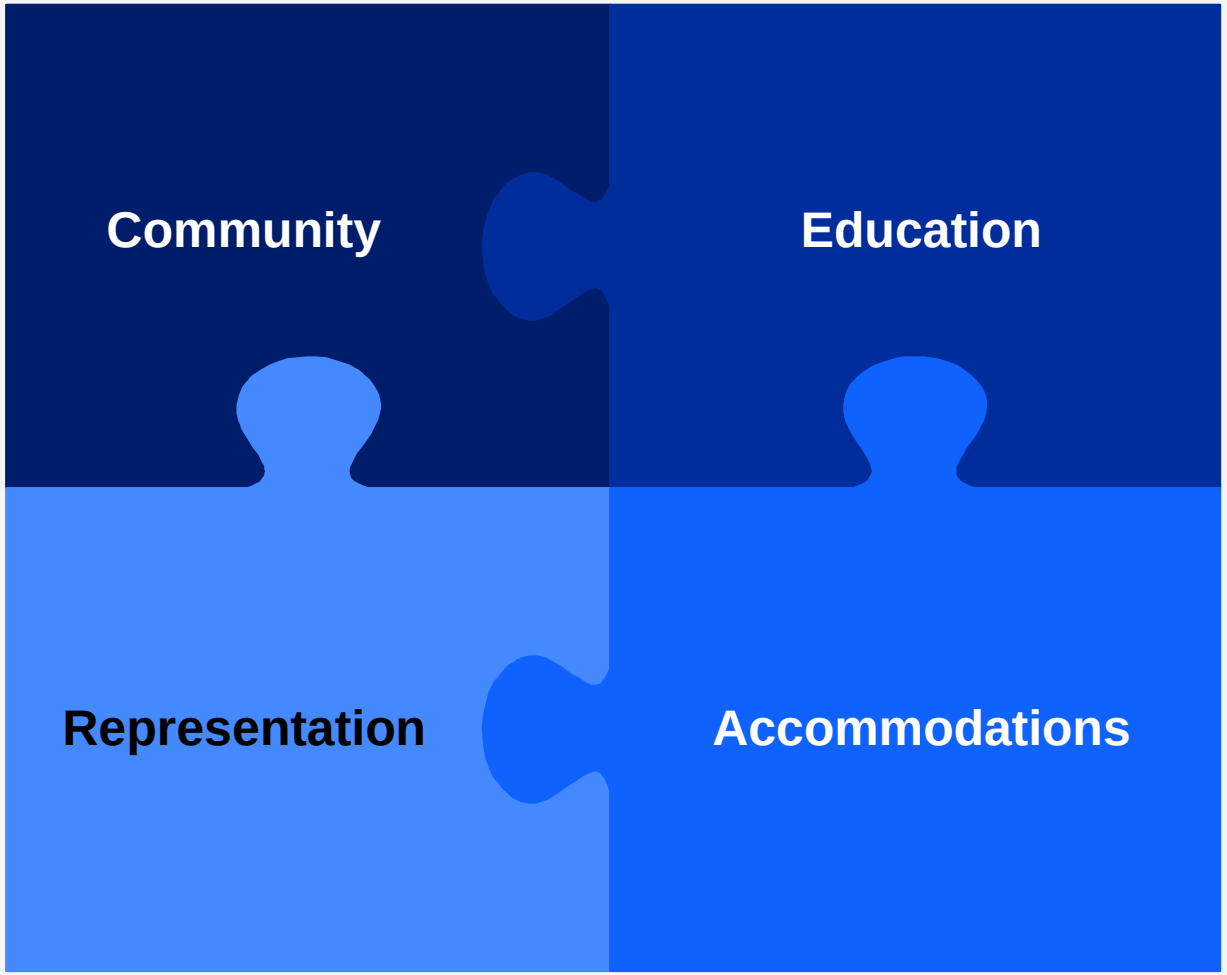
- Alone
- Unsupported
- Struggling
- Hopeless

Something had to change

Disability Network Group

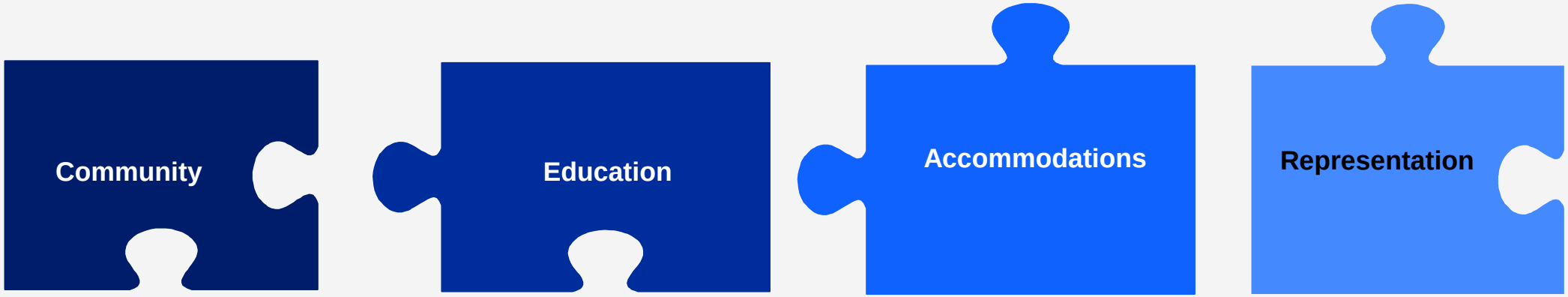
What we do

- Community: Providing a safe space. Creating community pride.
- Education: Equipping the community with support tools. Educating the disengaged.
- Accommodations: ensuing accessible tools, processes, offices.
- Representation: ensuring disabled voices a seat at the table.



Disability Network Group

How we do it



• Coffee Chats	• Personal Stories	• Accessible Hybrid Working Guides	• Governance Interlock; HR, D&I
• Workplace Adaptations	• XBRG Events	• Office Accessibility Requirements	• People Boards
• BRG Awards	• Manager Training	• Allies Programme	• Global Representation

Disability Network Group

What we have achieved

disability confident COMMITTED

PurpleSpace

AbilityNet

mind Solent

GAAD Global Accessibility Awareness Day

Disability Inclusion @IBM

“At IBM, we embrace people with all abilities, as acceptance in the workplace fosters diverse thought and creativity. When people bring their whole selves to work they unleash innovation, which is how we continue to grow as an organization.”

Howard Boville
Senior Vice President, IBM Hybrid Cloud
SVP Sponsor, IBM People with Diverse Abilities Community

- 1914 First Disabled Employee hired 76 years before Americans with Disabilities Act
- 2020 Equal Access Toolkit and Checker
- Inclusive terminology “People with Diverse Abilities” (PwDA)
- Neurodiversity @IBM program
  Neurodivergent friendly hiring, development opportunities, training for all employees

What we can do

- 1 in 5 of our colleagues
- Drive disability inclusion through
  - Community
  - Education
  - Accommodations
  - Representation
- A Disability Network Group is a great way to achieve this
- All support is welcome, whether as members or allies

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Disability Employee Network Lead
—
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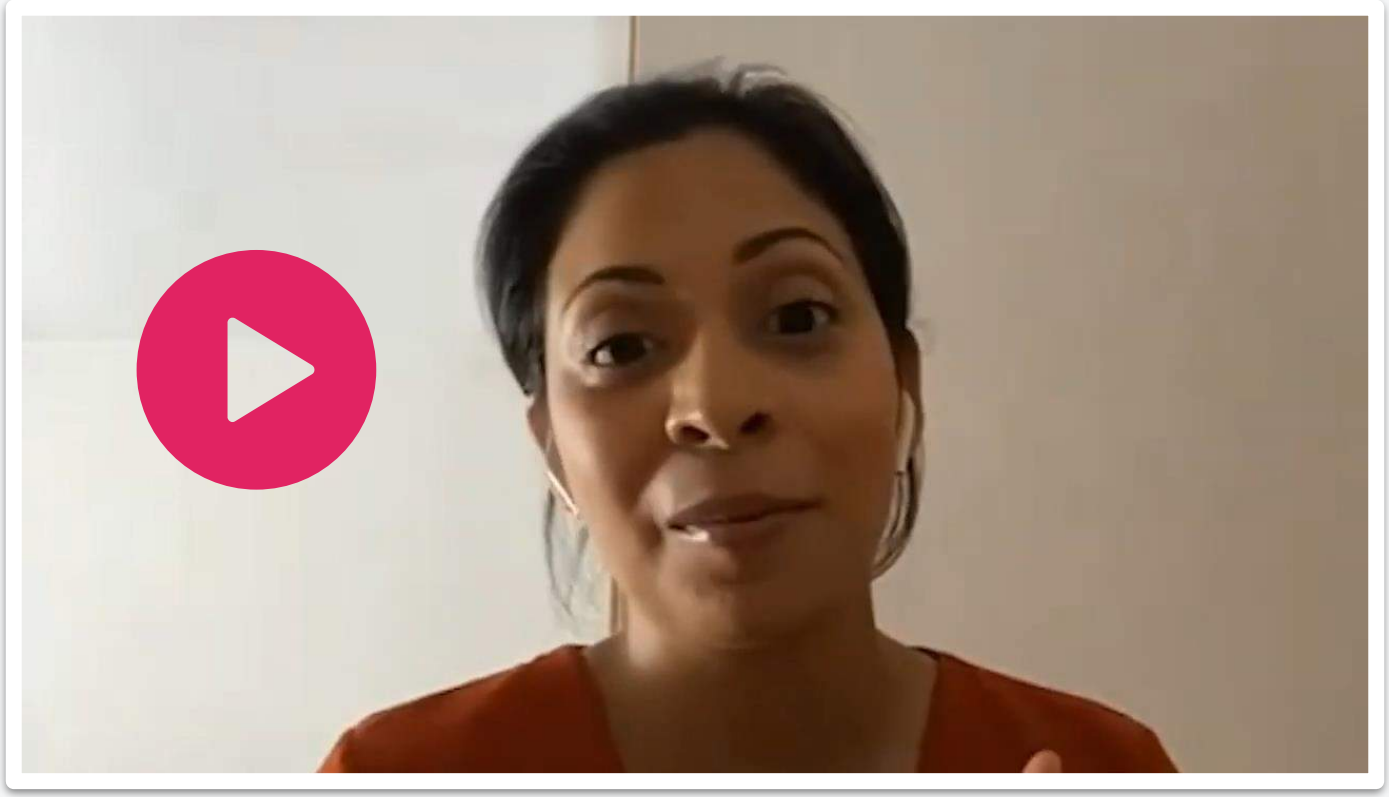
Claire McGinley

Inclusive Technology Specialist

Together, we achieve more

Impact we have on our users

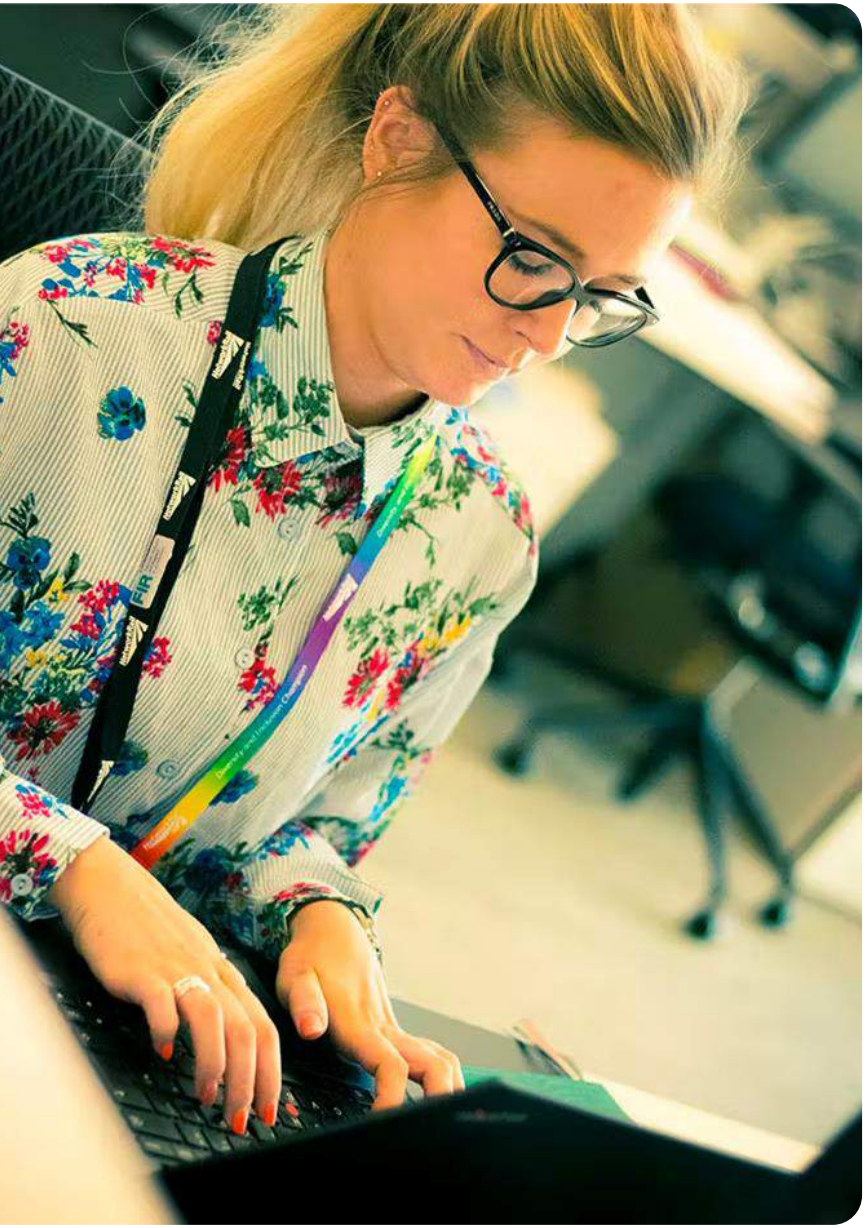


texthelp

Who we work with

Network Rail collaboration

- Employ over 38,000 staff
- Individual employee requests for Read&Write single licences following an assessment
- Word of mouth = demand increased
- Reviewed level of demand vs licence options
- Decided to supply Read&Write to all staff



Better together.

Create truly inclusive workplaces

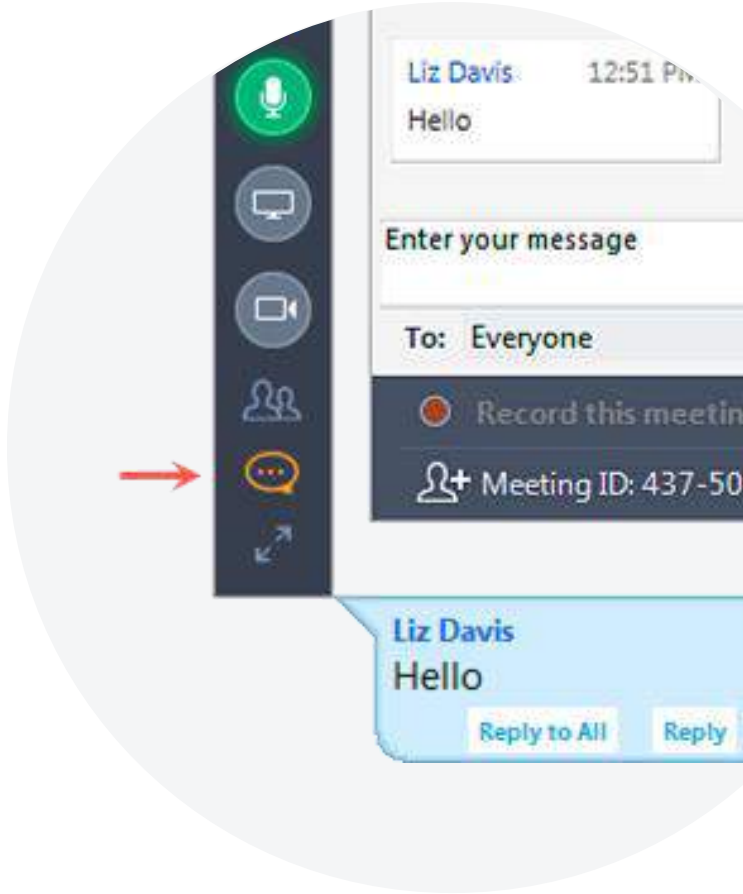
When people can achieve more, organizations achieve more too

- Helping employees reach their full potential
- Building greater awareness
- Sharing expertise and experience
- Empowering different thinking
- Closing the gaps for greater success

Let’s chat!

- I’ll buy your lunch
- Show you Read&Write for Work in action
- Share inclusion tips from your peers

20 mins, no obligation.



Crosby Cromwell

Chief Partnerships Officer

Valuable 500

INTRODUCING

TEXTHELP &
THE VALUABLE 500

FEBRUARY 2022

TheValuable500.com

Valuable 500

DISABILITY IS OUR BUSINESS.

The Valuable 500 in numbers

In May 2021, we reached our goal of 500 CEOs committing to action for disability inclusion.

That means we now represent...

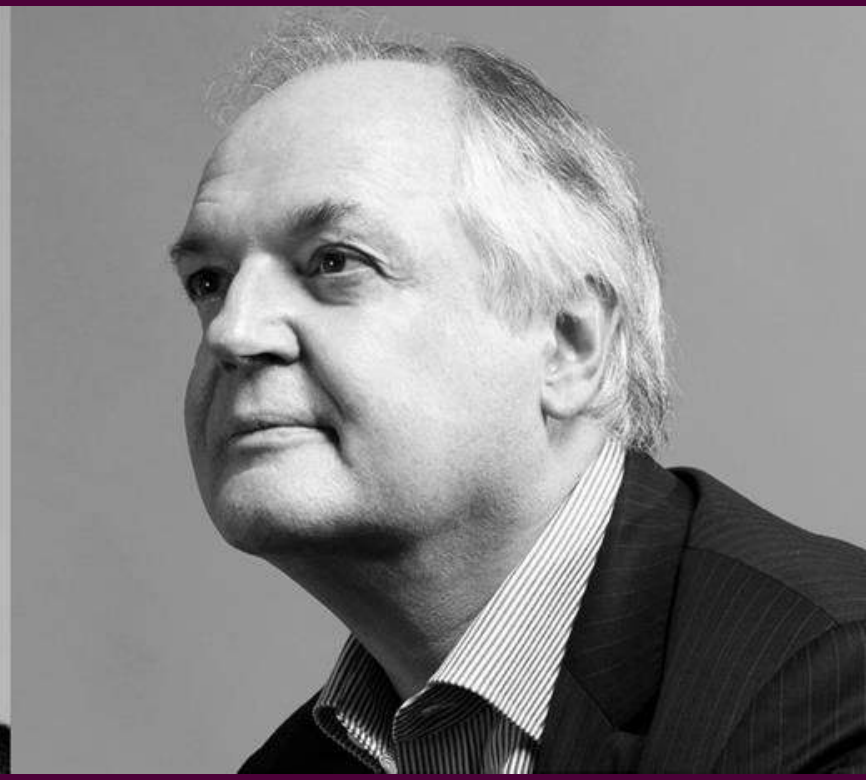
500	22m	64	41
GLOBAL COMPANIES	**EMPLOYEES**	**SECTORS**	**COUNTRIES**

Richard Branson
Virgin Group

"I'm so proud that Virgin Media has joined the Valuable 500, and that we continue to make disability and inclusion one of our highest priorities. We believe that by being an inclusive, barrier-free business and by treating people fairly, we're helping to create a more inclusive society."

Julie Sweet
CEO, Accenture

"We applaud the Valuable 500. At Accenture, accelerating disability inclusion is key to our commitment to creating a culture of equality where everyone can advance and thrive, and core to our strategy of being an innovation-led company."



Paul Polman
Former CEO, Unilever

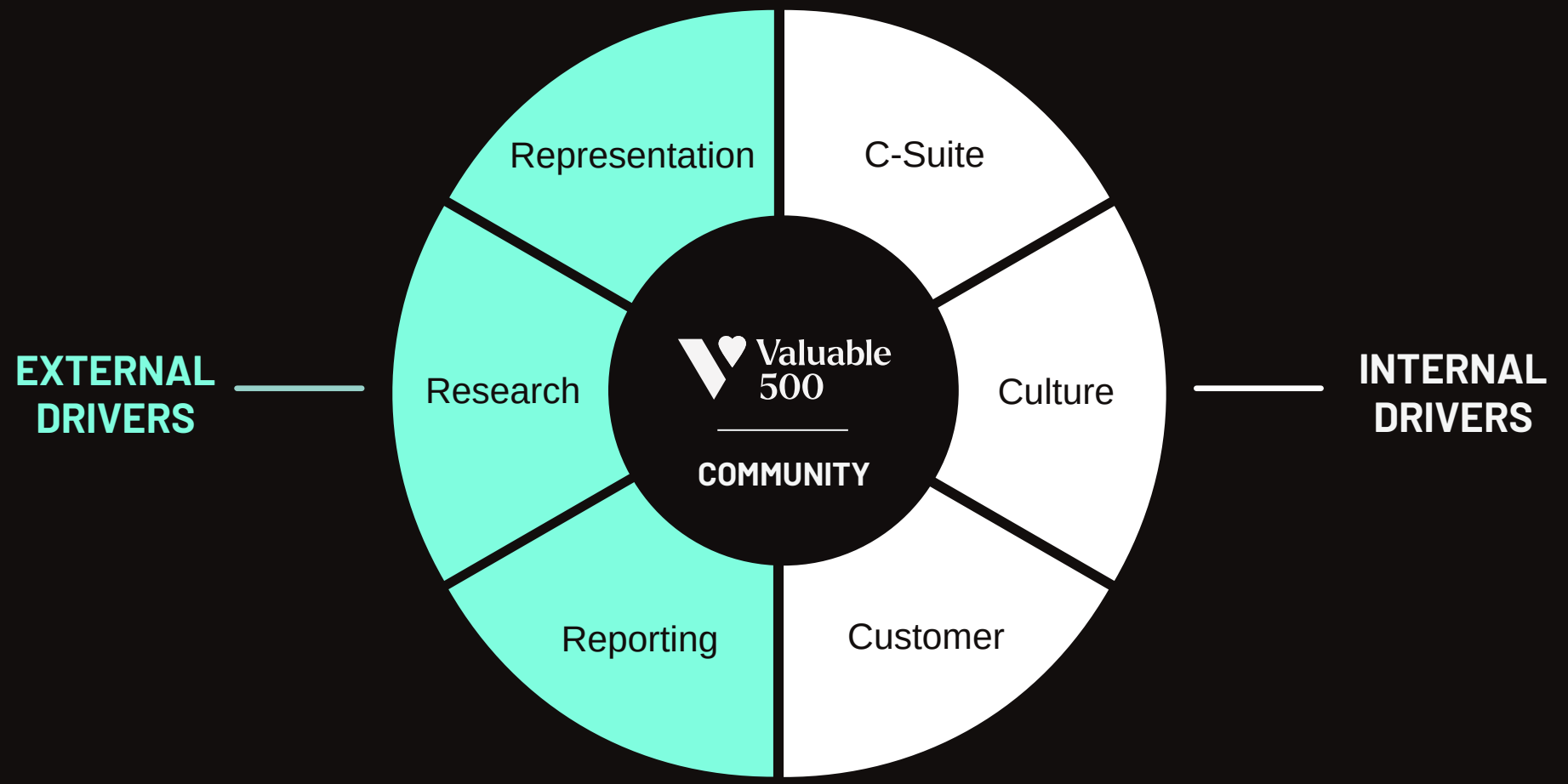
"Choosing to hero one population over another is really exclusion; and up until this point, disabled people have been excluded to the cost of society, business and the economy. That's why I am proud to say Unilever is already fully on-board."

COMMITMENT

IN ACTION

Our 14 Iconic Companies

THE TRANSFORMATION PROGRAMME



What’s your next move?

Your questions...

#TexthelpDEI

Next steps

30 MINUTE WEBINAR

Inclusive tools to support disabilities and neurodifferences

24 Feb 2022, 3pm (GMT)

Sign up: text.help/Inclusive-Tools

#TexthelpDEI

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