



CS38

Amputate to Amplify: Transforming Disability into a Competitive Advantage



AMPUTATE TO ELEVATE

TRANSFORM DISABILITY
INTO
YOUR COMPETITIVE ADVANTAGE

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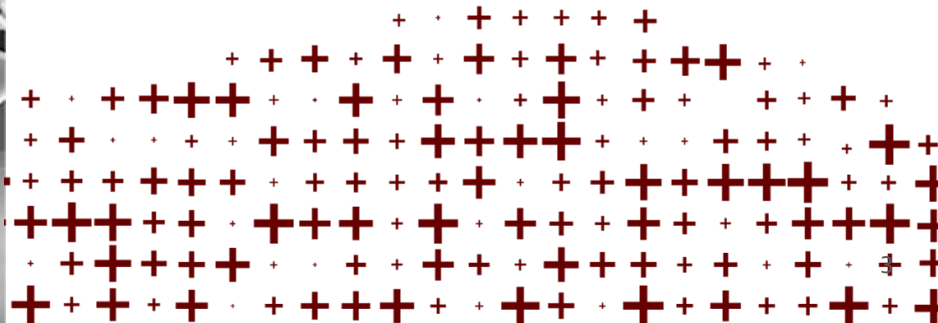


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MINDSIGHT

Dr. Dan Siegal







LET'S CHAT

WHAT DID YOU OBSERVE?

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SIGN IN
FOR
THE
QUIZ

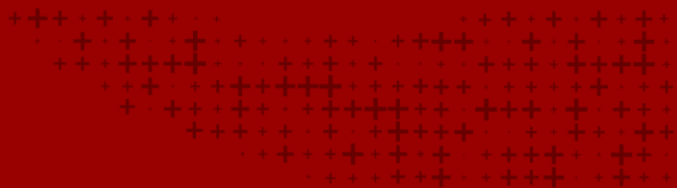




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LET
THE
GAMES
BEGIN!





ACCENTURE THE DISABILITY ADVANTAGE

GETTING TO EQUAL:

THE DISABILITY INCLUSION ADVANTAGE



A research report produced jointly by

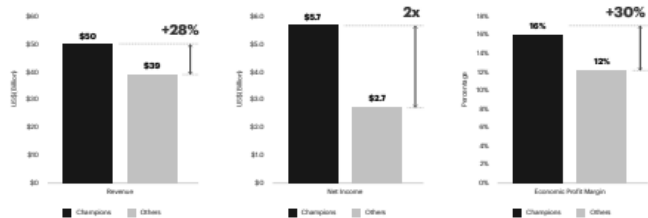


“Persons with disabilities present business and industry with unique opportunities in labor-force diversity and corporate culture, and they’re a large consumer market eager to know which businesses authentically support their goals and dreams. Leading companies are accelerating disability inclusion as the next frontier of corporate social responsibility and mission-driven investing.”

– Ted Kennedy, Jr.,
Disabilities Rights Attorney,
Connecticut State Senator and
Board Chair, American Association of People with Disabilities

Figure 3: Champions Outperform on Profitability and Value Creation

Overall scores show a significant difference.



All results are significant at 1 percent. Test was based on panel data regression model to account for temporal and industry variation; see Appendix for more detail on methodology. Source: Getting to Equal 2018: The Disability Inclusion Advantage, Accenture

Moreover, Disability Inclusion Champions were, on average, two times more likely to outperform their peers in terms of total shareholder returns compared with the rest of the sample.

Whether or not a company qualifies as a Champion, strengthening its commitment to persons with disabilities makes a difference:

2x

Champions were **twice as likely** as others to have higher total shareholder returns than those of their peer group

Accenture research shows that companies that have improved their DEI score over time ("Improvers") were four times more likely to have total shareholder returns that outperform their peers, compared to non-improvers. On average, Improvers' total shareholder returns outperform industry peers by 53 percent, while other companies outperform their peers by only 4 percent.

4x

Companies that have improved their inclusion of persons with disabilities over time were **four times more likely** than others to have total shareholder returns that outperform those of their peer group

*Improvers were identified as the top 25 percent of DEI study participants based on the ratio between their annual DEI score change and the maximum number of points they could gain to reach 100.

†In our TSR models, we compared survey respondents with the top 10 company peers. The peer group is defined by S&P Capital IQ's proprietary algorithm, which is based on five main components: (1) Revenue within similar ranges; (2) Industry (based on S&P Capital IQ classification derived from SIC code); and (3) Amount of common equity analysts' coverage; (4) Available information on recent financial data; and (5) Company location based on macro-regions (e.g. Europe) and country GDP.

What's Holding Companies Back?

Some companies are not taking advantage of the benefits of disability initiatives. While many are concerned about the costs of accommodating persons with disabilities, these are actually minimal and fruitful investments.

According to employers participating in a recent study by Job Accommodation Network, a service from the U.S. Department of Labor's Office of Disability Employment Policy, a high percentage (59 percent) of accommodations cost absolutely nothing to make, while the rest typically cost only \$500 per employee with a disability.⁴

CEOs and investors need to know the strong qualitative and quantitative business case for robust disability inclusion programs. If we make companies aware of the potential gains, share success stories and demonstrate how to build these programs, we can quickly get more persons with disabilities into the workforce, where they can thrive.

"Deafness is just a way of life, a lifestyle. I tell my colleagues all the time, just because someone has a disability, it doesn't prevent them from delivering great work."

— Joaquin Ortiz, Consultant, Accenture



⁴<https://askjen.org/topics/costa.cfm>

How can companies build an inclusive workplace and reap the benefits?

The Four Key Actions

Accenture's in-depth interviews with leaders from DEI-participating companies reveal four key actions for attracting, hiring, retaining and advancing diverse talent.

1

Employ

Organizations must ensure that persons with disabilities are represented in their workplace. Beyond hiring, employers should implement practices that encourage and progress persons with disabilities.

Recruiting in Fresh Ways

"In the case of people with autism, the knowledge base and technical aptitude of individuals can be very high, so we had to figure out why we weren't placing them. We discovered the problem—the interview process. We changed our approach to what the process should look like. Now we work with a local group to bring candidates in for a week-long academy. We offer team work and technical exercises, and a lot of training. At the end of the week, we have an idea of those who will receive a job offer."

– Jenny Lay-Flurrie,
Chief Accessibility Officer,
Microsoft

2

Enable

Leaders must provide employees with disabilities with accessible tools and technology and/or a formal accommodations program. Consider cultivating greater awareness through formal training programs for those without disabilities to learn about the tools and accommodations available for better integration across teams.

Making it Work

"We have a support services team that is made up of 300 people with intellectual disabilities. They work in four different locations in the U.S., and do fulfillment services and external client engagement. That helps the individual, the community, and us. They service all customers – those with and without disabilities; both internal and external."

– Wil Lewis,
SVP of Diversity and Inclusion,
Bank of America

3

Engage

To foster an inclusive culture throughout the organization, companies must generate awareness-building through recruitment efforts, disability education programs and grass-roots-led efforts (for example, an employee resource group) and events.

Building the Pipeline

"Four years ago, we started sponsoring the National Wheelchair Basketball Association. Their youth tournaments are a blast! But we are there for more than the fun. The events allow us to talk to youth about what it means to work at T-Mobile. These conversations are pivotal because many of these kids have never considered that they have an option for an independent life. My favorite part is seeing their self-confidence improve, and the inspiration that comes from these events."

– Bri Sambo,
Senior Program Manager,
Military & Diversity Sourcing, T-Mobile

4

Empower

Companies must offer mentoring and coaching initiatives, as well as skilling/re-skilling programs, to ensure that persons with disabilities continue to grow and succeed. Persons with disabilities should occupy roles at all levels, including top leadership positions.

Getting the Best

"People with disabilities tend to be some of the most creative, innovative and, quite frankly, most loyal employees. A person with a disability wakes up every day thinking about being innovative – that is a skill set. That ability to problem solve is innate to them. Our training programs quickly went from philanthropy to skill search."

– David Casey,
VP, Workforce Strategies &
Chief Diversity Officer
CVS Health



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QUESTION 2





OXYGEN – ATMOSPHERE - ENVIRONMENT

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MINDSET: THE OXYGEN FOR OUR ATMOSPHERE TO
THRIVE IN OUR ENVIRONMENT

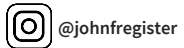
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ACTIVITY

The Change Experiment

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DEBRIEF

1. YOU WILL FACE RESISTANCE
2. DEVELOP AND COMMUNICATE YOUR SYSTEM
3. PAY ATTENTION TO WHAT PEOPLE ARE REMOVING
4. ENSURE YOU AND YOUR PEOPLE ARE NOT RETURNING TO THEIR PREVIOUS PATTERNS



The New Normal Mindset



NEW

No ***prior point*** of reference



NORMAL

The everyday ***typical occurrence*** of thought or action



NEW NORMAL MINDSET

Not a destination but rather a ***plateau*** by which we grow



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QUESTION 3





AMPUTATE TO ELEVATE
Transform Adversity into Advantage





AMPUTATE TO ELEVATE
Transform Adversity into Advantage



LET'S CHAT

What do you believe I
overcame?

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THE RECKONING

DESIRE
TO
RETURN



CATALYST



OLD
ROUTINE



THE ReVISION

RELEASE



REBUILD



REDEFINE



THE RENEWAL

REWARD



RESOLVE



REBIRTH





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FINAL
QUESTION





THE WINNER IS!!!

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When **TRUTH**
outweighs **FEAR**, we
COMMIT to a
courageous **LIFE**.



AMPUTATE TO ELEVATE
Transform Adversity into Advantage
(CONCLUSION)

ATF



SPORT



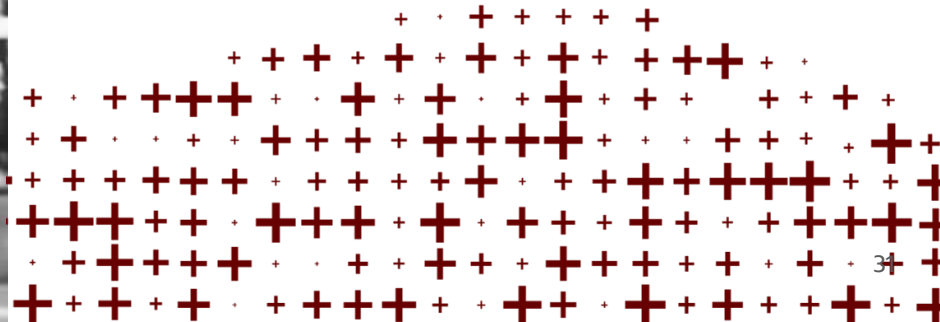


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If Michael Johnson or Carl Lewis, God forbid, lost a limb, could they run as fast or jump as high as I do?

- John F. Register





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or go to talk.ac/johnregister

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INSPIRE

Let's Stay In Touch!

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The background is a dark red color with a repeating pattern of lighter red chevrons pointing to the right. A large, stylized chevron graphic is positioned on the right side, composed of four overlapping chevrons in shades of red and dark red. The text "JR's INSIGHTS" is centered on the left side of the page.

JR's INSIGHTS

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Where are They Now?







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Go forth and inspire your world.

- John F. Register

