

## 4 Steps for Making the Business Case for Disability Inclusion

Companies don't always think of hiring people with disabilities as a business move. Here are points you can make to show leaders and others how it can boost revenue and morale.

### 1. Share the numbers on this large, untapped labor force.

- One American adult in four has a disability, according to the Centers for Disease Control and Prevention (CDC).
- The unemployment rate for people with disabilities is more than twice the rate for those without a disability. This is true across all age groups and all education levels.
- The vast majority of people with disabilities are striving to work.

### 2. Show the bottom-line benefits of hiring people with disabilities.

- Companies that use best practices for employing people with disabilities had 28 percent higher revenue, 30 percent higher profit margins, and twice the net income, according to a 2018 report by Accenture.
- They were also twice as likely to have higher shareholder returns.
- People with disabilities stay longer at their jobs. Their turnover rate is half that of employees without disabilities.

### 3. Explain how people with disabilities can strengthen your workforce.

- Employees with disabilities are as productive as other employees — or even more productive — and have fewer safety incidents.
- They drive innovation in areas like problem-solving and product development.
- Building an inclusive workplace sends a message about your company's values. It improves overall morale and culture. Employees have more satisfaction and are more engaged.

### 4. Describe how inclusion can provide access to a vast market opportunity.

- In the United States, disposable income for working-age people with disabilities is \$490 billion, according to a 2018 report from the American Institutes for Research. Discretionary income is about \$21 billion.
- Consumers with disabilities make more shopping trips and spend more per trip than those without disabilities.
- Consumers favor brands from purpose-driven companies that are responsible and caring.