

Inclusion@Work:

A FRAMEWORK FOR DISABILITY INCLUSION

WHAT'S THE THIRD LARGEST MARKET SEGMENT IN THE U.S.? THE ANSWER MIGHT SURPRISE YOU.

It's not a particular race, gender or age cohort. It's people with disabilities. The size of this population—more than 50 million strong—surpasses Hispanics, African Americans and Asian Americans, as well as Generation X and teens. Add in their families and friends, and you're looking at billions of dollars in purchasing power.

Want to tap into this market? Any smart business owner would. As with any customer segment, one of the best ways to do so is to ensure it is represented in your workforce. By proactively employing people with disabilities, businesses can gain a better understanding of how to meet the needs of this important and expanding customer base. What's more, research shows that consumers both with and without disabilities favor businesses that employ people with disabilities.

Not all employers know how to ensure a disability-inclusive workplace, however.

Inclusion@Work provides a path, outlining seven core components of a disability-inclusive workplace, along with a menu of strategies for achieving them.

Inclusion@Work was developed by the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) in collaboration with its Employer Assistance and Resource Network on Disability Inclusion (EARN) and employers with exemplary track records in disability employment.



OFFICE OF DISABILITY EMPLOYMENT POLICY
UNITED STATES DEPARTMENT OF LABOR



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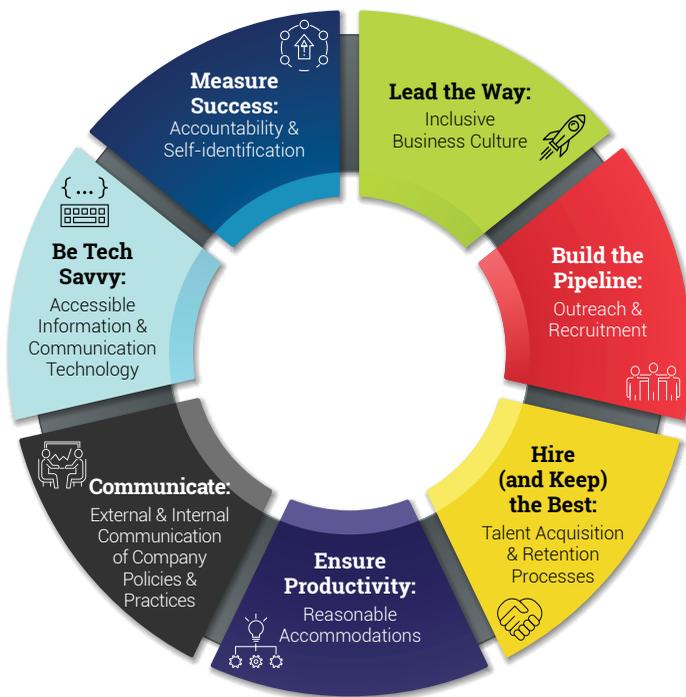
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With ideas for businesses of all sizes and in all industries, **Inclusion@Work** is an essential resource for employers wishing to ensure their workplaces—and customer bases—are diverse and inclusive. It outlines proactive disability employment strategies employers can implement across seven key operational areas:



AskEARN.org

Driving Change ★
Creating Opportunity

