

Pledge to Measure Toolkit

This toolkit was created by the Presidents Group.

Who We Are

The Presidents Group is made up of 25 B.C. business leaders who work towards more accessible and inclusive workplaces. Together, their businesses have nearly 60,000 employees.

The Presidents Group members help each other improve their employment practices to be more inclusive to people with disabilities. They also want to show other businesses the value in employing people with disabilities. The organization provides training for businesses and is an advisor to B.C.'s Minister of Social Development and Poverty Reduction.

For more information and other resources on accessible employment, visit accessibleemployers.ca.

Acknowledgements

We are grateful for the support and engagement of our Community of Practice. Your feedback and insights were invaluable to the creation of these tools.

Special thanks to Vancity for sharing their internal diversity & inclusion resources from which we drew inspiration and guidance.

Thanks to the Vancouver Foundation for making our work possible.

vancouver foundation

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Pledge to Measure Toolkit: Overview

The resources compiled in the Pledge to Measure Toolkit address all aspects of implementation of the Pledge to Measure. They were designed for any organization, even an organization without robust HR, a communications team, or a track record of staff engagement surveys. The Pledge to Measure Toolkit will give you what you need to survey for the first time. The Resources are low tech, so that they can be easily customized and used or scaled up.

An organization measuring disability for the first time may not be able to count on a high trust culture that would encourage individuals to self-identify. It may take time and ongoing dialogue to build trust. If your first survey results feel lower than you expected, don't be discouraged. Celebrate the success of engaging your staff in this meaningful conversation and make sure to spend some time reflecting on what you can do next time to improve response rates.

Background

The Pledge to Measure Toolkit was created based on experiences shared at the Presidents Group's Community of Practice for HR professionals, as well as through in-depth interviews with employers who have measured or are planning to measure. The tools here also borrow from resources designed by some Presidents Group companies that have a practice of measuring. We are especially grateful to Vancity for submitting tools from their iCount initiative that we adapted to create certain resources in the Toolkit.

How to Customize the Tools

The tools come as ready to implement templates and can be downloaded as Word documents. The text can be customized to fit your branding, organization specific messaging, and instructions depending on the methodology you choose to use. We encourage employers to do a thorough read through of all resources to make sure the information is consistent with your policies and survey methodology.

You have the option to either use the Presidents Group branded templates or copy and paste the text onto your company letterhead.

On all of the tools, instructional text appears in italics. Fields to input your organization's information are in square brackets. Certain fields, such as [Company Name], can be quickly addressed using the "Find and Replace" function on Word.

Tools in the Kit

The Toolkit is divided into two sections: Tools for Implementation and Tools for Internal Communication. The first section includes tools to support effective data collection. Resources in the second section together fulfill the need of explaining to staff why your organization is measuring disability and how the information will be used.

The tools are designed to be implemented together to support employers on their journey to measurement. Each is explained in detail below.

Tools for Implementation

• Survey

The Survey included in the Toolkit can be printed as a paper ballot with two ballots per standard 8 ½ x 11 sheet of paper. You can choose to integrate the questions into an online surveying software or print out ballots on your own letterhead.

It is up to you to decide which survey methodology best suits your organization, however, the Presidents Group recommends ensuring that the results remain anonymous. You would likely find that staff will be wary of disclosing that they have a disability, especially those with an invisible disability, if their responses are tied to their name or employee number.

As a part of the Pledge to Measure, the survey should be circulated to **all staff** who are currently working at your company, including interns, short-term contracts, and people away on maternity or medical leave.

The Pledge to Measure aims to identify two statistics:

1. The number of people on staff who identify as having a disability
2. The number of senior leaders who identify as having a disability

The ballot includes examples of disability to prompt staff who may feel unsure of whether their condition qualifies as a disability. Further education on the definition of disability is supported in the Internal Communications Materials. The ballot also provides a definition of the term "senior leaders." You may wish to customize this definition to better capture your organizational structure.

- ### Sample Letter to Employment Service Organization

If you have staff who require decision-making support, for example, employees with cognitive or learning disabilities, you may need to communicate the initiative to them differently. Certain individuals may require additional support to fill out the survey accurately. These individuals likely have worked with an employment services organization or job coach who can provide directions based on the individual's needs. If not, they often have a family member who offers support in decision-making.

The Sample Letter can be customized to write to an employment service organization, job coach, or family member to call in the support your employee needs to meaningfully participate in the survey.

Tools for Internal Communications

- ### Staff Memo

The first internal communications tool is a memo template that can be circulated to staff to introduce the initiative and build awareness. It outlines the objective and what your organization is asking of employees and over which period of time.

The Staff Memo should be circulated on paper or as an email attachment accompanied by the FAQ. The best method for distribution will depend on the nature of your workforce.

- ### FAQ

The Frequently Asked Questions should be attached to the memo and shared along with any other internal communications. The FAQ helps to work through potential objections staff may have with self-identification and address any concerns around how the information will be used. The FAQ can be a useful tool to consult as you design your survey methodology.

The responses may need to be altered based on how your company plans to administer the survey and use the responses. Please note that responses in the FAQ (and elsewhere) assume that the results will be anonymous.

- ## Internal Newsletter Messaging

The Internal Newsletter Messaging template provides an outline of key messages that can be used to create an engaging and informative email to staff about the Pledge to Measure initiative at your organization. The template also includes a suggested subject line and key pieces of information to include. Attach the FAQ to any internal newsletters or communications about the Pledge to Measure to ensure staff have a copy to consult that is easily on hand.

Use your discretion in deciding who should circulate the newsletter—the best choice depends on your company culture. Larger or dispersed organizations might find it improves engagement if managers or department leads send the newsletter to their teams. Smaller companies might find it most appropriate to send the newsletter directly from their CEO.

- ## Dialogue Guide and Slide Deck

The Dialogue Guide and Slide Deck are designed to support a presentation given by a manager during a staff or team meeting or as a standalone Dialogue Session for employees. Live sessions, whether remote or in-person, help to promote employee engagement and illustrate buy-in from leadership. They also provide an opportunity to ensure that everyone understands the initiative and has a window for questions and discussion.

The Dialogue Session can be adjusted to fit the amount of time available. The Dialogue Guide includes two sample agendas for a 20 minute or a 45 minute presentation. Keep in mind that to run an effective session, a manager will also need time to familiarize themselves with the presentation content as well as supporting resources like the survey and FAQ.

How to Get More Support

If you have questions about the Toolkit or need connection to other resources, you can contact the Presidents Group at info@accessibleemployers.ca.

We also encourage you to share your feedback with us on how these tools worked for your organization.



Presidents Group

Business leaders working to create accessible employment

Tools for Implementation

Staff Survey on Disability

1. Do you identify as a person with a disability?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Decline to Answer

Examples of disability include, but are not limited to:

- **Mental health disability:** Psychiatric disorders such as major depressive disorder, anxiety disorders, schizophrenia, bipolar disorder, post-traumatic stress disorder, substance addiction.
- **Physical Disability:** Paraplegia, multiple sclerosis, cancer, epilepsy, diabetes.
- **Sensory Disability:** Hearing loss, vision loss.
- **Neurodevelopmental:** Autism Spectrum Disorder, ADHD, Intellectual disability.
- **Learning disorder:** Dyslexia.

2. Are you a senior leader in your organization?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Decline to Answer

The term **Senior Leaders** refers to the senior management team, which is at the highest level of an organization.

Senior leadership roles include: C-Suite, Executive, Owner or Department Head.

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www.accessibleemployers.ca

Staff Survey on Disability

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- Sensory Disability: Hearing loss, vision loss.
- Neurodevelopmental: Autism Spectrum Disorder, ADHD, Intellectual disability.
- Learning disorder: Dyslexia.

2. Are you a senior leader in your organization?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Decline to Answer

The term Senior Leaders refers to the senior management team, which is at the highest level of an organization.

Senior leadership roles include: C-Suite, Executive, Owner or Department Head.

Sample Letter to Employment Service Organization

To use this sample letter, personalize the fields in square brackets and copy/paste onto your company's letterhead. The letter can then be sent to the employment service organization or job coach that supports any staff with learning or cognitive disabilities. The letter indicates that the results are anonymous. Please make adjustments if you are only keeping results confidential.

Dear [Contact/Job Coach Name],

I am writing to seek your assistance with an upcoming initiative at [Company Name]. As a member of the Presidents Group, [Company Name] has committed to measure and publicly report on the number of people we employ who self-identify as having a disability. We hope it will support our goal of improving employment for people with disabilities.

Between [start date] and [end date], we are asking employees to respond to a Staff Survey that will ask individuals to indicate whether they have a disability. The survey will tell us the total number of people working for us who have a disability and how many of them are at a senior level in our organization. Individual responses, however, will remain anonymous.

We also recognize that some employees, including those with learning or cognitive disabilities, may need support in filling out the survey accurately, and in understanding the reasons that we encourage employees with disabilities to self-identify.

Attached to this letter is a copy of the survey, FAQ, and the dialogue guide we will use to present this initiative to all staff.

Can we ask your help in ensuring that [Employee Name] is able to participate in the survey between [start date] and [end date]? If you would recommend we instead work with a family member or other support person, please let us know.

Thank you for your ongoing support.

Regards,

[Your Name]
[Job Title]
[Company Name]
[Phone and Email]



Presidents Group

Business leaders working to create accessible employment

Tools for Internal Communications

Staff Memo

[Company Name] is asking our employees to complete a Staff Survey on Disability. We are doing this survey because our [CEO/Leader's Role], [CEO/Leader's Name] is one of the 25 members of the Presidents Group. These business leaders are working to make employment more accessible for people with disabilities. Each member has committed to measure and report on our number of employees with disabilities.

[Option to include your organization's WHY for being a member here]

[Company Name] recognizes the valuable contributions people with disabilities make to our communities and our workplaces. We also know that they face more obstacles in getting jobs. We hope that tracking and sharing these numbers every year will lead to more and better jobs for this group.

Our first step is to understand how many people with disabilities work for us right now. By filling out the Staff Survey on Disability, you will help us get an accurate picture of where we are at now. For more information on why we are surveying staff, read through the attached FAQ.

Please respond by [method used, i.e.: clicking the link for an online survey or filling out the attached form] by [deadline date/time].

How will this information be used?

Your participation in this survey is completely voluntary. [Company Name] respects the privacy of our employees. Your answers will be kept anonymous and will not be used against you in any way. Our company's overall number of employees with disabilities will be made public. If you want to see how we stack up compared to the other Presidents Group members, that information will be available at accessibleemployers.ca in the fall.

[Note: The above paragraph assumes that an individual will be able to respond to the survey anonymously. If you are only keeping the results confidential (i.e.: a situation where only HR is able to view respondents' answers, but they will not be shared with managers and staff), adjust this to reflect your methodology.]

What is a Disability?

Disabilities can be visible or invisible. Canada's Employment Equity Act defines persons with disabilities as "people with a long-term or recurring physical, mental, sensory, psychiatric or learning impairment who consider themselves to be disadvantaged in employment by reason of that impairment or who believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment, as well as individuals with functional limitations due to their impairment that have been accommodated in their current job or workplace.

If you are not sure whether to check "yes," consult our FAQ and the examples on the form.

FAQ

Please copy and paste this text onto your company's letterhead. Address any items appearing in square brackets and delete instructional text (in italics or square brackets.)

Collection of Disability Data at [Company Name]

1. What is [Company Name]'s commitment to disability inclusion?

[Insert your company's diversity and inclusion statement or adapt the text below. The commitment to disability should also capture what your organization has already done and how this initiative fits with your organizational values.]

[Company Name] is committed to creating a welcoming workplace where everyone feels safe, included, and valued. For us, that means building a team that reflects the full diversity of the communities we serve. People with disabilities are a valuable part of those communities. They represent a larger group than many people think.

Did you know that in British Columbia, there are over 614,000 working age people who have a disability? That's 20.5% of the population and includes many people in our province who are able to work, but don't have jobs. Poor representation at work is a result of obstacles people with disabilities face. Sometimes barriers are physical, for example, offices that are not wheelchair accessible. Yet, barriers often come out of stigma and biases. For instance, an employer might believe that a person with a disability will not be as good at their job as someone without one.

If we want to make sure our company represents and includes our community, we have work to do. Our [CEO/Leader] is a member of the Presidents Group. They are a group of business leaders working to make employment accessible for people with disabilities. Their goal is to make B.C. the best province in Canada for employment for people with disabilities.

All members of the Presidents Group made a commitment to measure and make public the total number of their staff who have disabilities. The Presidents Group will share the data on their website every year.

We hope it will lead to more and better jobs for people with disabilities.

The first step for [Company Name] is understanding how many people with disabilities work for us right now. By filling out the Staff Survey on Disability, you will help us get that picture.

2. What is the purpose of collecting data on disability?

If we measure it, we can manage it. That's how the saying goes. If we want to understand how far we have to go, we have to know where we are now. That is why we need to ask you whether you identify as someone with a disability.

In 2020, we will gather data to get our starting numbers. The Staff Survey on Disability will determine how many people on our staff identify as having a disability, as well as how many of those individuals are in senior leadership positions. We will do the survey every year to see how those numbers change.

[Opportunity to add in how your company will use this data to create D&I programming or address gaps/barriers in your employment practices]

3. Why do you want to know whether I am a senior leader?

People with disabilities often face stigma and barriers in the workplace. They tend to have more obstacles to getting hired and promoted. Some people may have hidden disabilities they don't talk about out of fear that the stigma will affect their careers.

We want to measure the number of senior leaders who have a disability. We want diversity in our leadership team so we have different perspectives at the table. The survey is also an opportunity. We know that when a senior leader shares their disability status, they combat the stigma people with disabilities face. They show that they have built successful careers. Their courage makes space for others to speak openly about it too.

4. Who should respond to the survey?

[Customize employment types to fit your organization]

We are asking everybody on our payroll to complete the survey. That includes full-time and part-time staff, long-term or short-term contractors, interns, and individuals who are away on maternity or disability leave. If you receive a paycheck from [Company Name], please respond to the survey.

5. What is the Presidents Group and why is our [CEO/Leader] a member?

The Presidents Group is made up of 25 B.C. business leaders who work towards more accessible and inclusive workplaces. Together, their businesses have nearly 60,000 employees.

The Presidents Group members help each other improve their employment practices to be more inclusive to people with disabilities. They also want to show other businesses the value in employing people with disabilities. The organization provides training for businesses and is an advisor to B.C.'s Minister of Social Development and Poverty Reduction.

For more information, visit accessibleemployers.ca.

[Option to include a personalized message about why your CEO/Leader is a member]

6. What can [Company Name] do to improve employment for people with disabilities?

By itself, a medical condition is not a barrier to employment. Sometimes there are physical barriers that prevent people with disabilities from accessing spaces. Biases and attitudes can block people with disabilities from getting jobs. Stigma can also affect how they are treated at work and what opportunities they are given. Combined, these factors affect job outcomes for people with disabilities.

Removing such barriers will allow people with disabilities to take part in the workplace on an equal basis with others. [Company Name] might need to adjust our policies or our workspaces to be more accessible. We could also see changes to our company culture or how we communicate with staff.

We joined the Presidents Group to better understand the barriers we have created as an employer. More knowledge will help us be a better employer for our current and future employees.

Collecting Employee Information

7. Why is [Company Name] asking employees for information about whether they have a disability?

[Company Name] is committed to diversity and inclusion. To act on that commitment, we need to understand who our staff are. The Staff Survey on Disability will show us the current makeup of our team. It will also allow us to measure and track our improvement over time in employing people with disabilities.

8. Isn't it illegal to ask employees for this private information?

Companies can ask these types of questions as long as participation is voluntary and the intention is to improve conditions for groups who have experienced discrimination.

Companies in B.C. can't discriminate on the basis of identity. That includes gender, race, sexual orientation, gender identity, ethnicity, and certain other grounds. However, under the B.C. Human Rights Code, companies can gather information on their employees identities to support programs designed to improve conditions for individuals or groups who are/were disadvantaged because of race, gender, colour, ancestry, place of origin, physical or mental disability, sexual orientation, or gender identity. That's what we're doing here. You can choose "Decline to Answer" if you are not comfortable sharing any personal information, but your responses will also be anonymous to protect your identity.

[Note: The answers in the FAQ assume that an individual will be responding to the survey anonymously. If you are only keeping the results confidential (i.e.: a situation where only HR is able to view respondents' answers, but they will not be shared with managers and staff), adjust this answer to say "Confidential."]

9. What will [Company Name] do with the data?

Every year, we will track and report on [Company Name]'s Staff Survey on Disability results. We will share:

1. our total number of employees in B.C.,
2. our number of employees who responded as having a disability, and
3. of our number of senior leaders who responded as having a disability.

Our company's numbers will be available on the Presidents Group website every year, so you can see how we improve over time. You can also see how we stack up compared to the other Presidents Group members. Visit accessibleemployers.ca in the fall to see our 2020 numbers.

10. Is this anonymous?

Yes, [Company Name] respects the privacy of our employees. The answers you provide in the survey will be kept anonymous and will not be used against you in any way.

[Note: The answers in the FAQ assume that an individual will be able to respond to the survey anonymously. If you are only keeping the results confidential (i.e.: a situation where only HR is able to view

respondents' answers, but they will not be shared with managers and staff), adjust this question and answer to say "Confidential."]

11. What if I don't want to self-identify?

We appreciate everyone's support on this initiative. Still, you have no obligation to disclose this data. Choosing to self-identify or choosing not to will not impact your job security or future opportunities at [Company Name].

Of course, we want to improve on our numbers over time, but that's not all. A key goal of the survey is to help remove the stigma around disability in the workplace. Reporting our numbers will help to increase the visibility of persons with disabilities.

We know that it can be difficult to identify yourself. It may be even more challenging if you have a disability that would otherwise go unseen. We want to show that our company does well because our employees with disabilities are good at what they do. The survey will provide proof against that stigma. That is why our employees with disabilities should check "yes"—even if they feel that their disability does not affect their work.

Keep in mind, the survey does not ask for your name, job title, or any other personal information. No one will be able to trace what you disclose back to you. If you still do not want to self-identify, that is okay. The survey includes a "Decline to Answer" option on each question for that reason.

[Note: The answers in the FAQ assume that an individual will be responding to the survey anonymously. If you are only keeping the results confidential (i.e.: a situation where only HR is able to view respondents' answers, but they will not be shared with managers and staff), adjust the paragraph above to reflect what information will be collected and how it will be used.]

12. Why is [Company Name] collecting information only about persons with disabilities? Aren't diversity and inclusion important for other groups as well?

[Note that this measurement initiative could be integrated into a broader, intersectional measurement initiative that collects data on gender identity, sexual orientation, visible minorities, Indigenous, as well as disability.]

Of course! Many groups have faced discrimination for a variety of reasons. As an employer, we want to do our part of support all designated protected groups under human rights legislation. The Staff Survey on Disability focuses only on one group, so we can contribute to the Pledge to

Measure. Led by the Presidents Group, the Pledge to Measure is a province wide movement to improve employment for people with disabilities.

What do we mean by disability?

People experience disabilities in different ways and can be visible or invisible. Canada's Employment Equity Act defines persons with disabilities as "people with a long-term or recurring physical, mental, sensory, psychiatric or learning impairment who consider themselves to be disadvantaged in employment by reason of that impairment or who believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment, as well as individuals with functional limitations due to their impairment that have been accommodated in their current job or workplace."

The Presidents Group Perspective is that:

"A disability is a condition that results when persons with such impairments encounter attitudinal or environmental barriers that hinder their full participation in society on an equal basis with others. Solving the barriers to workforce participation for people with disabilities requires adjustments to our policies, environments, and organizational cultures as well as open communication with employees."

13. Who should identify as a person with a disability?

Employees who have a long-term or recurring condition like the examples below should check "yes." Their disability might be visible or invisible. As suggested in the definition of disability, a condition might impact an individual's ability to do certain parts of their job and it might not. If you feel your condition could affect your ability to do your job, or if you feel an employer might consider you disadvantaged because of your condition, answer "yes."

14. What are some examples of disabilities?

Examples include, but are not limited to:

- **Mental health disability:** Psychiatric disorders such as major depressive disorder, anxiety disorders, schizophrenia, bipolar disorder, post-traumatic stress disorder, substance addiction
- **Physical Disability:** Paraplegia, multiple sclerosis, cancer, epilepsy, diabetes
- **Sensory Disability:** Hearing loss, vision loss
- **Neurodevelopmental:** Autism Spectrum Disorder, ADHD, Intellectual disability
- **Learning disorder:** Dyslexia

15. Would I consider myself a person with a disability if my condition has been accommodated at [Company Name]?

Yes. If you have requested an accommodation at work, or have been accommodated, answer "yes."

16. Would I consider myself a person with a disability if my condition is invisible?

Yes. Many disabilities are invisible or undetectable by others. If you have an invisible disability, answer "yes."

17. Would I consider myself a person with a disability if my condition is periodic or episodic?

Yes. Three in five people with disabilities have a condition that does not fit the conventional view of disability as continuous and unchanging. Their condition is episodic or comes and goes. Some common examples of episodic disabilities include multiple sclerosis, arthritis, diabetes, HIV/AIDS, hepatitis C, chronic fatigue syndrome, migraines, chronic pain, some forms of cancer, and mental illness.

If you have an episodic disability, answer "yes."

18. Would I consider myself a person with a disability even if my condition were controlled by medication or addressed by assistive technology?

Yes. If you have a disability that is managed by medication or addressed by an assistive technology, answer "yes."

19. If I tell [Company Name] about, say, a mental health condition, will they use it against me, or will it affect my future career prospects?

No, it's against the law to use this information for anything other than employment planning and programming purposes. We are only asking for general information in the survey (i.e.: "if" you have a disability). We are not asking for details about your disability (i.e.: "what kind" of disability you have). Information will only be shared as a part of the numbers for the whole company. Your responses themselves will remain anonymous.

[Note: The answers in the FAQ assume that an individual will be responding to the survey anonymously. Please adjust the paragraph above to reflect your organization's methodology.]

Internal Newsletter Messaging

How to use this resource

The subject line and key messages below can be combined and customized to create a newsletter to send staff about the Staff Survey on Disability.

Note that Key Message 1 assumes that responses are anonymous. Please make adjustments to reflect your methodology.

Contacts

[Staff person(s) managers can follow up with for more information]

Resources to reference

- Memo
- FAQ (attach to email)
- Dialogue Guide and Presentation

Key Messaging

Subject Line	Reminder: Participate in the Staff Survey on Disability
Intro	Starting [Day of week, Date], we are running a survey campaign! The survey results will help us understand how many people with disabilities work at [Company Name].
Key Message 1: Context	[Company Name] is committed to creating a welcoming workplace where everyone feels safe, included, and valued. True inclusion starts with understanding where we are at as a team right now. Between [start date] and [end date], we are asking employees to respond to a survey on disability. The survey will tell us how many people working for us have a disability. We will share our company-wide numbers with the public. Then we will follow up in one year to see if those numbers change. Your participation is completely voluntary and your responses are anonymous.

Key Message 2: What we'll ask and how	On [start date], you will receive a [paper ballot/a link to an online survey]. It will ask you to respond to two questions: 1. Do you identify as a person with a disability? 2. Are you a senior leader in your organization? For each question, you will have the following four responses to choose from: a) Yes b) No c) Unsure d) Decline to Answer You will not be asked to provide your name or any other information that could identify you. You can always choose "decline to answer." Anything you share is confidential and cannot be traced back to you. If you are not sure what you should answer, consult our attached FAQ for more information.
Key Message 3: Ways to engage	Your team will also take part in a discussion on diversity and inclusion. Everyone will have the chance to share their experiences and ideas on how to make [Company Name] more inclusive. If you want to learn more about the Staff Survey on Disability, check out the resources attached to this email. *[Opportunity to ask staff to champion the initiative over any of your internal communication channels (e.g. slack, add as a task to everyone on project management systems). Get creative! Some organizations have teams share photos or insights from their team meeting and use a hashtag.]*
Key Message 4: Your business goals	*[Opportunity to include your company's diversity and inclusion goals or connect this initiative to your business plan. This will help employees understand why your company is surveying on disability.]*

Dialogue Guide

How to use this guide

The Staff Survey on Disability: Dialogue Guide is designed as a resource to support managers in facilitating a team meeting on diversity and inclusion. The guide provides an outline of a presentation and talking points to accompany the attached Staff Survey on Disability Slide Deck. Please customize the Dialogue Guide and Slide Deck to fit your organization by addressing the items in square brackets and/or italics before sending to your facilitators. The information can be copied and pasted onto your letterhead.

The presentation can be adjusted to fit the amount of time you have available for discussion. Two options are laid out in the agenda below.

Sample Agendas

If you have 45 minutes		If you have 20 minutes	
5 min	Context	5 min	Context
5 min	Why does this matter?	5 min	Why does this matter?
5 min	How will the survey work?	5 min	How will the survey work?
15 min	Team Activity	4 min	What could be considered a disability? [Found under "Team Discussion." Present this section instead of leading a discussion]
15 min	Team Discussion	1 min	Invite staff to fill out survey now

Preparation

Take 30 minutes before the team meeting to:

- Read through this guide
- Print a copy of the FAQ for your reference. You might want to familiarize yourself with the answers
- Review details of how the survey will be administered
- Set up the PowerPoint
- Optional: Get materials ready for the Team Activity. Set aside a piece of scrap paper per participant and an empty recycling bin.

Dialogue Guide and Slide Deck

Note: In this section, instructions are in italics and talking points are in regular text.

Context

Have you heard about the Staff Survey on Disability? Because our [CEO/Leader] is a member of the Presidents Group, we are taking part in a province wide campaign to measure how many of our staff have a disability.

Today, we're going to talk through why we're doing this survey, why diversity is important, and have a team discussion around disability inclusion. What we're aiming to do here is answer any questions you might have about the survey and help everyone understand the goal behind doing it.

Why Does This Matter?

Company Commitment to Disability Inclusion

[Company Name] values diversity of thought, culture, and people. We want to have a workplace where everyone feels welcome, safe, valued, and included. Our company recognizes the valuable contributions people with disabilities make to our communities and our workplaces. We also know that they face more obstacles in getting jobs.

We want to use our voice and evidence to combat the stigma against people with disabilities and show how much people can and do offer to businesses.

Statistics on Disability Employment

In B.C., there are over 614,000 working age people with a disability. That's 20.5% of the population and includes many people in our province who are able to work, but don't have jobs. They face barriers to getting jobs that people without disabilities don't. For instance, many barriers in hiring are a result of stigma and the biases people have towards people with disabilities. People with disabilities are overlooked as quality candidates because of assumptions that they might not do as good of a job as somebody without a disability or they might be difficult to work with.

But studies have shown there are real benefits to employing people with disabilities. Their contributions lead to higher productivity and results, great employees, and, expanded consumer reach.

Intro to Presidents Group

Our [CEO/Leader] is a member of the Presidents Group—a group of business leaders working to make employment accessible for people with disabilities. They aim to make B.C. the best province in Canada for employment for people with disabilities.

All members of the Presidents Group committed to measure and make public the total number of their staff who have disabilities. The Presidents Group will share the data on their website every year. We hope it will lead to more and better jobs for people with disabilities.

Purpose of Survey

If we measure it, we can manage it. If we want to understand how far we have to go, we have to know where we are now. The first step for [Company Name] is to understand how many people we have on staff who have a disability right now, and how many on our senior leadership team have disabilities. Then we'll do the survey every year to see how those numbers change.

How Will the Survey Work?

Who: We are asking everyone who receives a paycheck at [Company Name] to participate

When: [Please insert the start/end dates for your organization. Ideally, your team will fill out the survey during or immediately after the session.]

Where: [Explain how the survey will be administered (i.e.: paper ballot, online survey) here]

How: You can participate by selecting 'Yes,' 'No,' 'Unsure,' or 'Decline to Answer'—it's your choice and any of these answers are OK.

Confidentiality: The information collected is 100% anonymous.

[The above indicates that the survey is anonymous. Please make adjustments here and on the slide deck if you are only keeping results confidential.]

[OPTIONAL] Team Activity: Paper Basket Exercise

The Paper Basket Exercise has been adapted from Crescendo Work. It works best with 5-10 people.

Part 1:

1. Place an empty paper recycling bin in the middle of the room or against the front wall. The placement should result in some members of your team being closer to the "basket" than others. If using a conference room table, put the recycling bin at the head of the table, close to the facilitator. Keep everyone within 10 feet of the basket—some individuals may not have a clear shot and might have one of their teammates blocking their view of the basket.

2. Give everyone a piece of paper and instruct them to scrunch it into a ball.

3. Tell participants the goal is to get all the paper balls into the recycling bin and they all have one shot, but they have to shoot from where they are. (The idea is to make it an unfair playing field to illustrate privilege.)

4. Keep score of whose shot went in and whose didn't—count it out in front of the team. Don't let anyone move yet.

Part 2:

1. Ask people how they felt. Note what is shared—whether some people felt good about their shot, whether some people complain that they needed another try or that they were too far from the basket. Ask if anyone thought they were too close and want to try from father away. Don't let anyone move yet.

2. Now, tell everyone that for this round everyone will be on the same team and the goal is getting every ball in the basket. No one is allowed to move or touch anyone else's ball, but they can coach their teammates.

3. Give the team 2 minutes to "coach" anyone whose shot missed the first time. They can give ideas, tips, and tricks on how they can score this time.

4. Pass out the paper balls and let everyone shoot again.

5. Keep score of whose shot went in and whose didn't—count it out in front of the team.

Part 3:

1. Ask again how people felt. Did they feel better after having their teammates offer advice? Why?

2. Take anyone who missed both times and offer them the option of moving closer to the basket. If they say yes, move them no more than halfway closer from where they are now. (e.g.: If they were 10ft away, move them to 5ft away)

3. Pass out the paper balls and let everyone shoot again. Hopefully, you got most of the balls in the basket this time!

Conclusion

Conclude by explaining the lessons participants should draw from the activity.

- Part 1 demonstrates how privilege impacts performance. Everyone has different resources available to them and different barriers they might face.

- Part 2 shows how staff can support and help each other as individuals. Particularly as they are working as a team, each individual has more success when everyone else is able to

successfully complete their tasks. Sometimes that means needing to be more patient and share ideas. Sometimes that means communicating that you need support. Ultimately, Part 2 is a good reminder of how teamwork and support improves morale.

- Part 3 introduces the idea that inclusive actions help the team do more. It shows how accommodations can make individuals and teams more successful. No accommodation took away somebody else's ability to succeed and by making small adjustments for individuals who needed them, the whole team got more done overall.

[OPTIONAL] Team Discussion

Ask staff for their understanding of each term and follow up with information as needed.
What would be considered a disability?

Disabilities can be visible or invisible. Some may include: physical disabilities, learning impairments, sensory disabilities, medical conditions, and mental disorders.

A condition becomes a disability when a person encounters barriers to their full participation. Here are some examples:

- **Mental Health Disorder:** major depressive disorder, anxiety disorders, schizophrenia, bipolar disorder, post-traumatic stress disorder, addiction to substances
- **Physical Disability:** Paraplegia, multiple sclerosis, cancer, epilepsy, diabetes
- **Sensory Disability:** Hearing loss, vision loss
- **Neurodevelopmental:** Autism Spectrum Disorder, ADHD, intellectual disability
- **Learning disorder:** Dyslexia

What could be considered a barrier at work?

Open the floor for discussion.

Barriers are "factors in a person's environment that, through their absence or presence, limit functioning and create disability."*

**World Health Organization, International classification of functioning, disability and health. Geneva: 2001, WHO. p. 214.*

Workplace barriers include, but are not limited to:

- **Physical Environment:** Spaces that aren't accessible, e.g.: poor lighting for people with low vision, hallways too narrow for a wheelchair or walker
- **Lack of Accommodations:** lack of relevant assistive technology, inability to offer flexible work hours, narrow view of job responsibilities, e.g.: Does this hire really need to be able to lift 50lbs? Can duties be managed with support from other team members?
- **Attitudes and Social:** stereotyping, stigma, and discrimination, e.g.: stigma in recruitment, exclusion/bullying within teams
- **Information and Communication:** Folks with disabilities related to hearing, speaking, reading, writing, or understanding might require different methods of communication or assistive technologies

What do you think we could do to remove barriers at [Company Name]?

Open the floor for discussion.

Next Steps:

Walk employees through the process and ask them to either fill out a paper ballot now or complete the online survey right after the session.

- We invite you to fill out the survey now
- Check out the Presidents Group's website in the fall to see how our team stacks up compared to other members

Slide Deck

Slide 1



Slide 2

Agenda

- The Staff Survey on Disability
- Why does this matter?
- How will the survey work?
- Team Activity
- Team Discussion

Slide 3



Slide 4

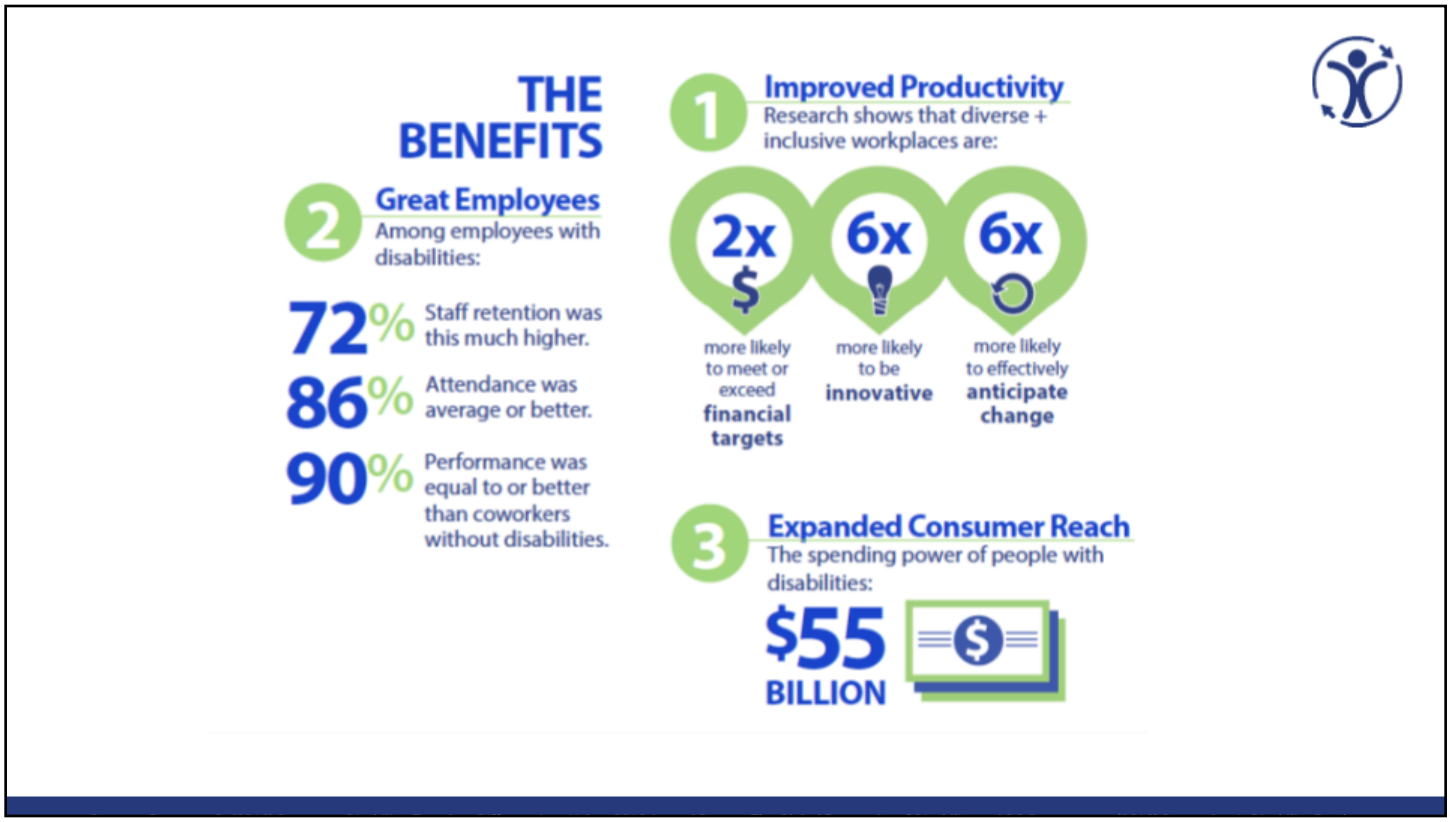
Why Does This Matter?

- Our business commitment to disability inclusion
- Increasing visibility
- Combating stigma against people with disabilities

Slide 5


THE OPPORTUNITY
Untapped talent pool
614,630
working-age British Columbians
(ages 15 - 64) have a disability.*
*Statistics Canada. (2016) Canadian Survey on Disability 2017

Slide 6


THE BENEFITS
1 Improved Productivity
Research shows that diverse + inclusive workplaces are:
2x
more likely to meet or exceed financial targets
6x
more likely to be innovative
6x
more likely to effectively anticipate change
2 Great Employees
Among employees with disabilities:
72% Staff retention was this much higher.
86% Attendance was average or better.
90% Performance was equal to or better than coworkers without disabilities.
3 Expanded Consumer Reach
The spending power of people with disabilities:
$55 BILLION

Slide 7



Slide 8


Presidents Group Members
YVR VANCOUVER INTERNATIONAL AIRPORT
Beyond, Every Day.
SAP
BCAA CAA
bclc
BCLibraries COOPERATIVE
BC Hydro
BUY-LOW FOODS
central 1
KPMG
TELUS
DESTINATION BRITISH COLUMBIA
ICBC
HSBC
LEDCOR GROUP
PORT of vancouver
N|A|T|I|O|N|A|L
EY
Building a better working world
fairware
HANDMADE PIES
GABI & JULES
BAKED GOODNESS
TACOFINO
SAVE ON Meats
UBC
TRANS LINK
Vancity

Slide 9

Purpose of Survey

- Measure to manage it
- Understand how many people on staff have a disability
- How many people on our senior leadership team have a disability
- Track progress over time

Slide 10

How Will the Survey Work?

- **Who:** We are asking everyone in the organization to participate
- **When:** [Start/end dates for your organization]
- **Where:** [Explain how the survey will be administered]
- **How:** You can participate by selecting 'Yes,' 'No,' 'Unsure,' or 'Decline to Answer'
- **Confidentiality:** This information collected is 100% anonymous

Slide 11



Slide 12



Slide 13

Discussion Question 1

What would be considered a disability?

Slide 14

What would be considered a disability?

- **Mental Health disorder:** major depressive disorder, anxiety disorders, schizophrenia, bipolar disorder, post-traumatic stress disorder, addiction to substances
- **Physical Disability:** Paraplegia, multiple sclerosis, cancer, epilepsy, diabetes
- **Sensory Disability:** Hearing loss, vision loss
- **Neurodevelopmental:** Autism Spectrum Disorder, ADHD, intellectual disability
- **Learning disorder:** Dyslexia

Slide 15

Discussion Question 2

What could be considered a barrier at work?

Slide 16

What could be considered a barrier at work?

- Physical environment
- Lack of accommodations
- Attitudes and social
- Information and communication

Slide 17

Discussion Question 3

What do you think we could do to remove barriers at [Company Name]?

Slide 18


Next Steps
Fill out the survey
Check out the Presidents Group's website in the fall to see the results
AccessibleEmployers.ca



Presidents Group
For more information and other resources on accessible employment, visit accessibleemployers.ca.