

# Quick Tips: Helping Your Company Recruit People with Disabilities

## 1 BUILD A GREAT TEAM!

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- **Train Your Recruitment Professionals.** Inform recruiters about the do's and don'ts of interviewing candidates with disabilities.
- **Be Inclusive.** Include people with disabilities on your company recruitment teams.
- **Create an Accessible Application Process.** Review all aspects of your application process, both online and in print, to assure it is accessible for people with disabilities. Identify a point person, including an email address and phone number, to assist people with disabilities and answer questions about your hiring process.
- **Get Staff Up to Speed.** Educate employees at all levels of the organization about your commitment to workforce diversity, which includes people with disabilities. Inform them about policies for job restructuring, job sharing and job creation.
- **Create an Advisory Committee.** Convene a team of people with and without disabilities to evaluate your recruitment and hiring processes, as well as company-wide accessibility.

## 2 USE BEST PRACTICES FOR RECRUITMENT MARKETING

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- **Build an Inclusive Website.** Design accessibility into your online applications and social media pages to accommodate visitors with visual, mobility, auditory, and cognitive disabilities. Provide easy navigation to your diversity hiring initiatives and job openings.
- **Market Your Commitment to Diversity.** Showcase your firm's values and commitment to a diverse workplace in company brochures, ads, websites, handbooks, and newsletters. Detail the support in place for employees with disabilities. Quote the CEO or an executive about the company's commitment.
- **Be Vigilant About Your Visual Identity and Brand.** Show pictures of people with various disabilities, not just people in wheelchairs. Include visible and invisible disabilities as well as those of various gender, race and body type. Do not use staged pictures; use pictures of real people with real disabilities and be sure to use high quality imagery.

## 3 MAKE DIVERSITY INCLUSION PART OF YOUR CULTURE

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- **Stress the Value of a Diverse Environment Internally.** Train your employees, including your marketing department, to explain the brand benefits of recruiting and hiring people with disabilities.
- **Repeat the Message.** Reinforce the corporate commitment and policies to diversity on a regular basis to help these initiatives take root in your corporate culture.
- **Provide a Mentor.** Identify the person or team that helps employees with disabilities assimilate into the organization.