



IN Practice:

Practical Insights on Accessibility, Consumer Engagement, Neuroinclusion, and AI

From Insight to Action

The Disability:IN Global Conference brings together practitioners, leaders, and innovators who are actively shaping the future of disability inclusion in business. This guide translates key themes, lessons, and examples from the Insider Summit held annually during the conference for Inclusion Works companies.

Rather than serving as a session recap, this resource is designed to help leaders and practitioners apply insights from the summit into action with their teams.

Use This Guide To:

-  **Translate conference insights into practical next steps for your team, function, or business unit**
-  **Explore tools, frameworks, and implementation ideas that can be adapted to your organization's needs**
-  **Spark internal conversations with leadership, colleagues, and cross-functional partners**
-  **Identify proven approaches being used by leading companies**

Tip: Don't feel pressure to tackle everything at once. Focus first on the sections most relevant to your current priorities. Start building progress through focused, repeatable action and then expand over time.

The Disability Consumer Market: From Compliance to Customer

Core Idea: Historically, disability inclusion has been approached from a workforce, compliance, or talent lens. But research shows that disabled consumers wield significant spending power. As the influence of this market grows, organizations that understand, serve, and include disabled consumers will unlock new sources of revenue, loyalty, and competitive advantage.

What Practitioners Shared:

- ★ **"Design for the edges, get the middle for free."** Many of the solutions originally developed to address disability-related barriers, from sensory-friendly environments to more intuitive packaging and customer experiences, ultimately benefited broader customer segments as well.
 - ★ **"Disability is a growth market, not a niche audience."** Organizations are beginning to shift the conversation from compliance and accessibility obligations to customer growth, market expansion, and brand loyalty. The disability consumer market represents a significant business opportunity that spans consumers, caregivers, and families. The question is: *how is our company winning these dollars?*
 - ★ **"Winning this market requires enterprise-wide ownership."** Success requires thinking through the full experience of all customers. This means moving accessibility beyond a single team and integrating it into product development, procurement, customer experience, marketing, operations, and employee experience. Organizations seeing progress are treating accessibility as a customer and business strategy.
- "Make the customer the hero." The most successful campaigns centered disabled people as customers, creators, professionals, and everyday individuals, not as inspirational figures or recipients of assistance.*

Practical Tool to Leverage: Disability Consumer Opportunity Assessment

Raise these questions with your team to identify opportunities to better connect with or tap into the disability market.

Products & Services:

Are consumers with disabilities represented in our customer research?

Are accessibility requirements and experiences of disabled users integrated into product development?

Customer Experiences:

How do we capture or understand where disabled consumers experience friction across the customer journey?

How are we gathering feedback from consumers with disabilities today?

Brand & Marketing:

How are real disabled customers connecting with the brand? How are we reaching those customers?

Measurement:

How are customer satisfaction, loyalty, and sentiment measured among disabled consumers?

Helpful Resources:



Research: [The Next Growth Market: Inside the \\$675 Billion Consumer Opportunity](#)



Case Study: [Amazon's Unapologetica11y campaign](#)



Resource: [Disability:IN's INsight Lab](#)- a vehicle for connecting with disabled customers

Creating a Culture of Shared Ownership for Accessibility

Core Idea: Accessibility becomes sustainable when it moves from the responsibility of a single team to a shared business discipline embedded across functions. It's about ensuring the people who already own products, spaces, procurement, technology, and experiences also own accessibility outcomes.

What Practitioners Did:

★ **Embed accessibility into existing processes.** Rather than creating new programs, accessibility into the way work already gets done. Practitioners embedded accessibility requirements into procurement contracts, product development processes, workplace design standards, and supplier evaluations.

★ **Build coalitions, not silos.** Successful initiatives brought together partners who don't traditionally "own" accessibility, including procurement, legal, IT, facilities, finance, HR, and business leaders. These cross-functional partnerships helped transform accessibility from a specialized function into an enterprise priority.

★ **Clear lines of ownership are critical.** Organizations emphasized assigning responsibility to the teams that own the experience, product, or process being improved. Accessibility teams served as advisors and subject matter experts, while business teams remained accountable for implementation and outcomes.

Build systems, not heroes. The most sustainable accessibility programs are embedded into contracts, policies, standards, training, and governance, ensuring progress continues even as teams or leaders change. When accessibility becomes part of how work gets done, it no longer depends on a single champion to keep it moving forward.

Practical Tool to Leverage: The Shared Ownership Roadmap



1. Identify. Select one experience, process, or environment where accessibility can be embedded. Trying to solve everything at once can create resistance. Focus on a clearly defined area where the most critical issues are emerging, build credibility, and expand from there.



2. Engage. Bring together the teams that influence the outcome, not just the accessibility function. Successful examples included partnerships with procurement, legal, IT, facilities, finance, HR, and an executive business leader.



3. Embed. Move accessibility from a project to a process by integrating it into contracts, design standards/ Quality Assurance checklists, purchasing requirements, etc.



4. Measure. Track progress, communicate wins, and connect accessibility efforts to outcomes that matter to business leaders



5. Scale. Apply what works to the next priority focus team, product, process, or location.

Balancing Consistency & Flexibility in Global Accommodations

Core Idea: Findings from the Disability Index reinforced that local execution of enterprise disability inclusion efforts is highly influenced by local operating and cultural context. Because of this, the success of global accommodation programs hinges on consistency of employee experience while leaving flexibility to local cultural, legal, and operational realities.

What Practitioners Did:

- ★ **Standardized non-negotiables** such as dignity, respect, confidentiality, interactive dialogue, and access to accommodations.
- ★ **Adapted processes locally** based on regulations, healthcare systems, disability definitions, and available services.
- ★ **Used employee feedback** as a primary data source through surveys, ERGs, internal champions, and direct lived experience.
- ★ **Focused measurement** on employee experience, implementation effectiveness, and satisfaction rather than process completion alone.

DISABILITY INDEX

The Disability Index is the leading global benchmark for disability inclusion in business. The Index Report aggregates responses from hundreds of organizations across the globe to reveal trends on the state of corporate disability inclusion worldwide. Read the full report for breakdowns of variances in approach to disability inclusion across regions.

Practical Tool to Leverage: Standardize vs. Adapt Worksheet

When evaluating a global accommodations process, sort elements into one of two categories:

Standardize Globally:

Items that could provide a consistent employee experience regardless of location.

- Commitment to accommodation and disability inclusion
- Employee right to request support
- Confidentiality and privacy expectations
- Interactive dialogue principles
- Manager responsibilities and manager education
- Escalation pathways and dispute resolution
- Success metrics and employee feedback processes

Adapt Locally:

Items that may need flexibility based on culture, regulations, and local infrastructure.

- Documentation requirements
- Available accommodation vendors and services
- Funding and reimbursement processes
- Medical certification requirements
- Legal terminology and compliance obligations
- Communication styles and cultural norms
- Country-specific implementation procedures

Neurodiversity and AI at Work:

Driving Innovation, Revealing Friction

Core Idea: AI is emerging as both an accessibility tool and a workplace diagnostic tool. While many neurodivergent employees are using AI to reduce friction, communicate more effectively, and work in ways that align with their strengths, organizations that pay attention to how neurodivergent employees use AI can gain valuable insight into how work itself may need to be redesigned

What Practitioners Shared:



Neurodivergent employees are often among the earliest AI adopters.

Speakers described neurodivergent professionals as innovators out of necessity. Many have become skilled at finding tools, workarounds, and new approaches. AI is increasingly being used as a thought partner, external memory system, communication aid, organizational tool, and support for executive functioning.



AI is creating more personalized ways of working. AI can be adapted to individual work styles. Employees are using AI to summarize information, organize ideas, adjust communication tone, generate first drafts, and break complex work into manageable steps. The result is not identical work processes, but more pathways to the same outcome.



The way we work needs to change. One of the strongest themes throughout the discussion was that many challenges commonly associated with neurodiversity are actually workplace design challenges. Frequent context switching, ambiguous expectations, information overload, constant meetings, and unclear communication create friction for many employees. The way people use AI often provides a window into where those barriers exist and where adjustment can improve outcomes for all employees.

Ask, "What is AI teaching us about how employees need to work differently?" The answer may reveal opportunities to improve productivity, inclusion, and employee experience at the same time.

Practical Tools to Leverage:

The panel repeatedly emphasized that AI does not replace the fundamentals of neuroinclusion. Clear expectations, flexible work practices, manager capability, employee feedback, and supportive workplace cultures remain critical for success. AI may create new opportunities, but it does not eliminate the need for strong neuroinclusive workplace practices.

Consider Leveraging:

▶ **Study: Neuroinclusive Human Capital Management Framework.**
Use this evidence-based framework to identify workplace friction, design more flexible work environments, strengthen manager capability, and embed neuroinclusive practices across the employee lifecycle.

▶ **Resource: Neuroinclusive Manager Action Guides.**
Managers remain one of the most influential factors in employee success. These guides provide practical actions for creating clarity, reducing ambiguity, supporting different communication preferences, and empowering employees to work in ways that align with their strengths. Several of these themes surfaced repeatedly throughout the discussion.

▶ **Network: Neurodiversity @ Work Employer Roundtable**
The session underscored the value of shared learning across organizations. This group brings employers together to exchange promising practices, resources, and lessons learned. Speakers noted the community has expanded to more than 60 participating employers and has collaborated on numerous shared resources and initiatives over the years.

Maintaining Momentum

Three Themes That Connected Every Session:

? **Embed.** Speakers consistently emphasized building inclusion into existing systems rather than treating it as a separate initiative.

? **Listen.** Employee and customer insights plus real-world experiences were repeatedly cited as the foundation for better decisions and better outcomes.

? **Build.** Reducing friction for one group often creates better experiences, stronger performance, and greater innovation for all.



About Disability:IN®

Disability:IN® partners with leading companies to build disability-inclusive and accessible workplaces, products, and practices. Through data, research, advisory services, and global networks, we help organizations move from intention to measurable impact.

Are You IN?

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