



RETURN ON INVESTMENT

Improve Your Bottom Line

IBM

Employee: I've closed deals from \$10,000 to \$36 million. I've exceeded the expectations in every position that I've had.

Narrator: Andrew Bryant experienced a severe decrease in his vision while employed as a traveling salesman with IBM. For many people who become disabled while working, the results can range from a change in position to being fired.

Employee: In the end, when I approached IBM about it, and I said, "Look, I can't continue to drive."

Narrator: But for IBM, Andrew's talents far exceeded his disability. And they knew he was too valuable to lose.

Employer: The cost of employing Andrew Bryant... there's a couple extra cab rides here and there, a few extra dollars in cabs. The cab fare relative to the millions of dollar he's generating for IBM is really a non-issue.

GetLoaded.com

Employer: When we can bring on employees that provide great customer service, are loyal to the company, and embrace what we, as a company, are trying to do, the return on investment is just tremendous. Our experience with the two individuals that we've brought on that have had disabilities have done that tenfold.

So the amount that it hits the bottom line from a recruiting perspective is so minimal compared to the return you get by bringing on excellent employees that help embrace that customer-service spirit, that I really feel like it's going to be something that's going to help our company continue to grow. So the bottom line only continues to get a little bit better.

InspiriTec, Inc.

Employer: We describe ourselves as an inspired social entrepreneurship, and what that means, is we operate with the discipline and crispness of a business, and the compassion of a human service organization, in order that we can serve our customers, while at the same time employing people with disabilities to provide those services.

Narrator: Since its launch in 2000, InspiriTec has generated 309 new jobs in 887 IT training sessions. Today, InspiriTec manages three call centers that handle more than 5,000 customer contacts during peak periods of the year and ship on average more than 125 pieces of fulfillment literature per day. By itself, this level of performance is not unique for a solid information systems firm. What is unique is that these accomplishments are achieved with a workforce of better than 75% that are disabled.



Walgreens Co.

Reporter: Here, Lewis has hired many people. More than 40% of the workers at this warehouse have a disability. The building is designed to accommodate just about anyone, with touch screens and flexible workstations.

Employer: Everybody comes in. Everybody works side-by-side.

Reporter: Levels the playing field.

Employer: Same pay, same job, same performance.

Reporter: And this set-up is also good for business. This distribution center is 20% more efficient than any in the entire company. That's why other companies are now looking at the Walgreens model – one that's faster and easier to use. And the payback goes far beyond profitability.

HUMAN CAPITAL

Mine the Wealth of Diverse Talent

A & F Wood Products, Inc.

Employer: The focus is the business. And however we can make the business run to create the jobs, and to grow the business, that's really the bottom line. All employees, they're the backbone of the company. And we're finding out in a hurry, and I think others will, too, if they give it a try, that the disabled employees are a major part of your backbone.

Getloaded.com

Employer: The cost that it takes to bring a new employee on is that is so much more than the minor cost to train your employees, whether they're disabled or non-disabled. Any time you can retain employees for a longer period of time, you save a significant amount of money.

SunTrust Banks, Inc.

Employer: People with disabilities don't perform any differently than people without disabilities. What we've done is made whatever accommodations were necessary in order to make them successful at their jobs. But I'd do that for anybody.

Walgreens Co.

Employer: This is not about charity. We didn't lower any of our performance standards. Every team member is expected to perform at the same high level – same pay, same performance, side by side.



INNOVATION

Diverse Issues, Innovative Solutions

CVS/Caremark

Employer: Fresh ideas and new perspectives are the fuel that drives innovation at CVS. That's why having a diverse workforce that reflects our customer base is so critical. It enables us to generate a wider variety of opinions and ideas on how to make CVS easier for customers.

What's more important is that we maintain an environment where these ideas and opinions aren't just heard, but they're valued and integrated into our daily business decisions. That's an environment of inclusion.

A & F Wood Products, Inc.

Employer: Actually, the accommodations had worked for everybody – it's been a good fit. I guess when you look at a job through somebody's limitations, and you see how they need to do it, it's easier for everybody.

Walgreens Co.

Employer: We're going to hire 600 people, and 200 of those are with very severe disabilities. Professionals tell us that they know of no other company that has ever done this – that this is unprecedented. So it's going to look different. It's going to be a little different. And it's taught us a lot about our systems.

For example, you saw that technology, but the way the computer works with the person, we had to change that. For instance, this is a screen that we use today in our centers for that detrash operation that you saw. It's got about 14 function keys on it. It's got – and it tells you when to start or not when to start, you can't tell.

Well, guess what. We got rid of the keyboards. Replaced those with touch screens. And this is what that current screen looks like today. When to do it, How to do the job. Which screen would you rather have and work with? And guess what we discovered? This makes it better for everyone.

Dow Chemical

Narrator: Dow is a company that is dedicated to solving human problems through science and technology. And Dow believes that people with disabilities have a unique perspective that contributes to this mission and vision. That's the power of the human element.

Dow's mission is to constantly improve human progress by mastering science and technology, such as Dow India's recent development of the Jaipur Foot, an artificial foot that's 20% lighter than traditional designs. One million individuals in India have been helped through this innovative application.

MARKETING

Access New Marketing Opportunities

Bender Consulting Services, Inc.

Employer: You have a mother of a child with a disability, and you have a company that is disability friendly, or has appropriate products. I guarantee you that will have an impact on where that mother purchases that product. It does have an impact, because, when you're a person with a significant disability, there's a brother, there's a sister, there's a mother, there's a father, or a wife or a husband. There's a whole group, and they very well know how companies treat that person in their family.

IBM

Narrator: Andrew Bryant experienced a severe decrease in his vision while employed as a traveling salesman with IBM. Andrew's also addressed one of corporate America's greatest fears – how customers and co-workers interact with people with disabilities.

Employer: There's no relationship between Andrew's ability as a salesman, and his ability to see or his ability to hear. He's a perfectly competent salesperson. It's great that he has been able to work for a company that is as flexible as IBM. I would feel more comfortable knowing that a company valued its people enough to make accommodations for them.

Manpower, Inc.

Employer: Bringing in diverse talent such as people with disability not only brings in a rich source of talent that has gone untapped for many years, but in fact they reflect a marketplace that, in fact, many customers have really tapped into from a business perspective.

Positive Vibe Cafe, Inc.

Customer: Never had a bar where I could just roll right up and have a blast.

Reporter: So you can sit here, watch TV, have a drink like anybody else.

Business Owner: The wheelchair bar was the first thing that we decided we would have. The back in the kitchen is specially designed for people with disabilities, as well.

Reporter: Everyone is welcome, and anyone can work. A restaurant created specifically for people with disabilities.



DIVERSITY

Expand Your Diversity Dividend

Highmark

Employer: Inclusion – it's a fundamental part of our culture, and it's been that way for more than a decade. It's who we are. And we're made stronger because of who *they* are.

Embassy Suites

Employer: It's very difficult to recruit people. So you have people out there on the other side of the table pretty much, you know, picking and choosing whom they want to work with. And, if those who have disabilities, and are looking for employers like us who are very much open to, once again, a diverse workforce and people with disabilities, we will be better off in the long term, having our doors open the way they are open right now.

Dow Chemical

Narrator: In October 2006, Dow announced a global position statement. But this isn't just a collection of words on paper. It's a vision that is lived out by many people every day.

Global Positioning Statement: People living with disabilities are a unique source of talent who can deliver substantial value to our company, our customers and our communities.



SOCIAL RESPONSIBILITY

Do the Right Thing...Do the Smart Thing...Do the Profitable Thing

Aetna, Inc.

Employer: Our corporate culture, our business leadership, and our community outreach reflect Aetna's unflagging commitment that Americans with disabilities can work and participate fully in the community.

All of our community outreach efforts reflect our belief that people with disabilities can be active participants in communities, both in and out of work.

Juan Williams, Narrator, "America's Strength"

Narrator: When any segment of society is left behind, we all lose, diminishing the American dream.

Northrop Grumman

Employer: At Northrop Grumman, we not only strive to build and retain the best workforce, but also the most diverse and inclusive workforce.

Operation impact helps injured personnel identify career opportunities with Northrop Grumman.

Raytheon Missile Systems

Employer: We not only employ talented people with disabilities, but we make sure that they're full community members, and that they're able to perform at their highest potential. It only makes good business sense.