

Accessibility: A Guide to Building Resilience



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Enable *everyone* to do their best work

More than one billion people worldwide have visible or invisible disabilities. When you make your organization accessible to all those people, you make it more resilient—and better prepared for future growth.

The more accessible your systems are, the more inclusive your organization is—for employees and customers. There are no limits to what people can achieve when technology reflects the diversity of everyone who uses it.

Give everyone the tools to work inclusively as a team and to reach more customers, more effectively. This guide provides solutions that strengthen organizational resilience and includes questions to assess your situation, activities for what to plan next, and resources to get started.

Empower everyone with accessible experiences

Create content that all customers, press, and influencers can access. Attract diverse talent with accessible application materials and interviews.

Questions to consider	Recommended activities
1. How do you make sure your web pages and marketing materials are accessible to customers with disabilities?	Use accessibility checkers to identify issues in your websites and other content so you can create accessible materials.
2. How do you market your products and services to customers with disabilities?	Deliver inclusive and authentic marketing experiences that align with the diversity of your customers.
3. How do you create an inclusive experience for talent with disabilities, from consideration through to hiring?	Apply inclusive hiring best practices across the applicant experience from recruiting through onboarding.

➔ Get started with these resources:

- Build accessible experiences using [Accessibility Insights](#) and check and correct content with [Accessibility Checker](#).
- Learn how to build trust with the [Marketing with Purpose Playbook](#).
- Make interviews accessible using these [virtual interview tips](#).

Improve employee productivity and retention

Give everyone the tools to collaborate effectively as an inclusive team. Host accessible meetings and create internal systems that everyone can use.

Questions to consider	Recommended activities
1. How do you make sure employees have the tools they need to be productive, even without disclosing their disabilities?	Provide technology tools with accessible features built-in so that employees can choose what is most helpful privately.
2. How do you make sure all attendees can participate in your online meetings and events?	Run inclusive online events with flexible participation options and built-in assistive technology such as live captions.
3. How do you foster a culture that values mental health and wellbeing?	Provide tools and insights that make it easier to communicate work-life boundaries and maintain focus.
4. How do you create a culture where employees with disabilities feel valued for their experiences?	Keep employees connected and engaged through accessible online communities for discussions, community meetings, and events.

➔ Get started with these resources:

- Learn about [Microsoft Accessibility Features and Tools](#) in this video series.
- Explore [Microsoft Viva Insights](#) to improve wellbeing and productivity.
- Get guidance on [starting the diversity and inclusion conversation](#) at your organization.

Grow your business and customer loyalty

Reach new markets and grow brand affinity through flexible and accessible products, applications, and support experiences for customers.

Questions to consider	Recommended activities
1. How do you make sure your products are easy to use for people with disabilities?	Use inclusive product design best practices and partner with the disability community to test usability.
2. How do you know if people with a wide range of permanent, temporary, and situational disabilities can use your product?	Offer flexible ways to use your products with technology such as speech-to-text, alternative reading views, and text-to-speech.
3. How do you offer support to customers with disabilities?	Train your support teams to recognize and prioritize requests for improvements and fixes related to assistive technologies.

➔ Get started with these resources:

- Follow [inclusive design principals](#) when building products.
- Embed intelligent language, speech, and vision features using [Azure Cognitive Services](#).
- Use the [Disability Support Playbook](#) to build an inclusive support team.

Build resilience with increased accessibility

Creating an accessible and resilient organization is about the technology and tools you use, along with the processes you put in place. By following the activities outlined in this guide, you'll be able to improve accessibility for your employees and your customers and build resilience across your organization.

Find the help you need to start or continue your journey of disability inclusion with Microsoft solutions such as Microsoft Teams, Microsoft 365, Accessibility Insights, Windows 10, and Azure. Using these technologies, your organization will:

- Empower everyone with accessible experiences.
- Improve employee productivity and retention.
- Grow your business and customer loyalty.

Get assistance with building accessibility into all your products, services, processes, and marketing by reaching out to a Microsoft sales specialist.