

The Business Case

Hiring a qualified person with a disability brings greater benefits beyond just filling an open job. There's a solid business case, too.

Reason #1

Return on Investment

Businesses that employ people with disabilities turn social issues into business opportunities. These opportunities translate into lower costs, higher revenues and increased profits.

INCREASE REVENUES	REDUCE COSTS	ENHANCE SHAREHOLDER VALUE
<ul style="list-style-type: none">• Access new markets.• Improve productivity through innovative and effective ways of doing business.	<ul style="list-style-type: none">• Reduce hiring and training costs.• Increase retention.• Reduce costs associated with conflict and litigation.	<ul style="list-style-type: none">• Capitalize on opportunities to meet business goals.

Reason #2

Marketing

Customers with disabilities and their families, friends and associates represent a trillion dollar market segment. They, like other market segments, purchase products and services from companies that best meet their needs. A large number of Americans also say they prefer to patronize businesses that hire people with disabilities. Increase your opportunity to gain a lasting customer base.

CAPITALIZE ON NEW MARKET OPPORTUNITIES	DEVELOP NEW PRODUCTS AND SERVICES
<ul style="list-style-type: none">• Mirror the market to attract a wider customer base.• Increase your market share.	<ul style="list-style-type: none">• Respond to marketplace needs.• Lead your market.• Increase profitability.

Reason #3

Innovation

Innovation is key to your business' success. Employees with disabilities bring unique experiences and understanding that transform a workplace and enhance products and services. As part of your team, employees with disabilities help build your business and can lead your company into the future.

WORKPLACE INNOVATION	PRODUCT & SERVICE INNOVATION	DEFINE THE FUTURE
<ul style="list-style-type: none">• Create more efficient and effective business processes.• Develop and implement management strategies to attract and retain qualified talent.• Use technology in new ways to increase productivity	<ul style="list-style-type: none">• Stimulate new product and service development through disability-inclusive diverse teams.• Customize products and services to increase profitability.	<ul style="list-style-type: none">• Foster the development of next-generation products and services.

Why hire people with disabilities?

Because it makes **BUSINESS SENSE!!!**

According to a study of 8,500 persons with disabilities in competitive employment - this group has a nearly 85% **job-retention** rate after one year as measured by companies like DuPont and Sears who measure retention rates.

Pizza Hut stated that their **turnover rate** for people with disabilities was **20% compared to a 150%** turnover rate among non-disabled employees.

According to Safeway, "...these workers' **time and attendance** records tell the story. Their numbers are **far superior** compared to those of employees who are not disabled. They deliver **incredible customer service.**"

HR experts estimate the cost of a single turnover ranges from 93-200% of the employee's annual salary.

A survey of 250 supervisors in 43 businesses shows supervisors are as satisfied with the performance of their employees with disabilities as they are with their non-disabled employees.



The Bureau of Labor Statistics estimates that employment will increase by 18.9 million new jobs in the next 10 years and that the workforce is expected to shrink by 10%.

87% of the public agree that they would prefer to **give their business to companies that hire people with disabilities.**

Work Opportunity Tax Credit* (WOTC) - a tax credit of up to **\$9,600 for each new qualified worker.**

People with disabilities contribute to an organization's success by bringing unique perspectives and experiences to the workplace.

Can _____ help me meet my business needs?

Do you have a real job that is long term or permanent?

Our people need real jobs that they can perform and take pride in.

Let us match an individual's skills to your job.

Do you need to hire one or more employees at minimum wage or higher to do this job?

Do you need a crew to come into your business and do a job?

A group of ___ to ___ people with their own supervisor can come in to your business to do the job - your way.

How do I hire an employee with a developmental disability?

Talk to a _____
Employment Specialist and discuss your needs

Interview Agency Representatives and select one or more that you think will be able to help you recruit, screen, train, and provide on-going support to your new employee.

Discuss the position(s) you have available with your Representative and begin the process of hiring the most loyal and productive employee you will ever have the pleasure of working with.

* For more information on the Work Opportunity Tax Credit visit: http://www.edd.ca.gov/Jobs_and_Training/WOTC_Basic_Facts.htm.

Who is _____ ?

**FOR MORE INFORMATION
OR TO SCHEDULE AN
APPOINTMENT
PLEASE CALL:**

AT

OR EMAIL AT

