What it really takes

Building an Accessibility-first Corporate Culture

PRESENTED BY

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Top 5 Strategies to Embed Accessibility and Inclusion

- Get Funded, then Get More

- Educate (why) and Train (how)

- Make Accessibility a Corporate Value

- Share Measurable Goals

- View "Accessibility and Inclusion" as a Key Driver of Innovation

Essentially, How to build a mature program!
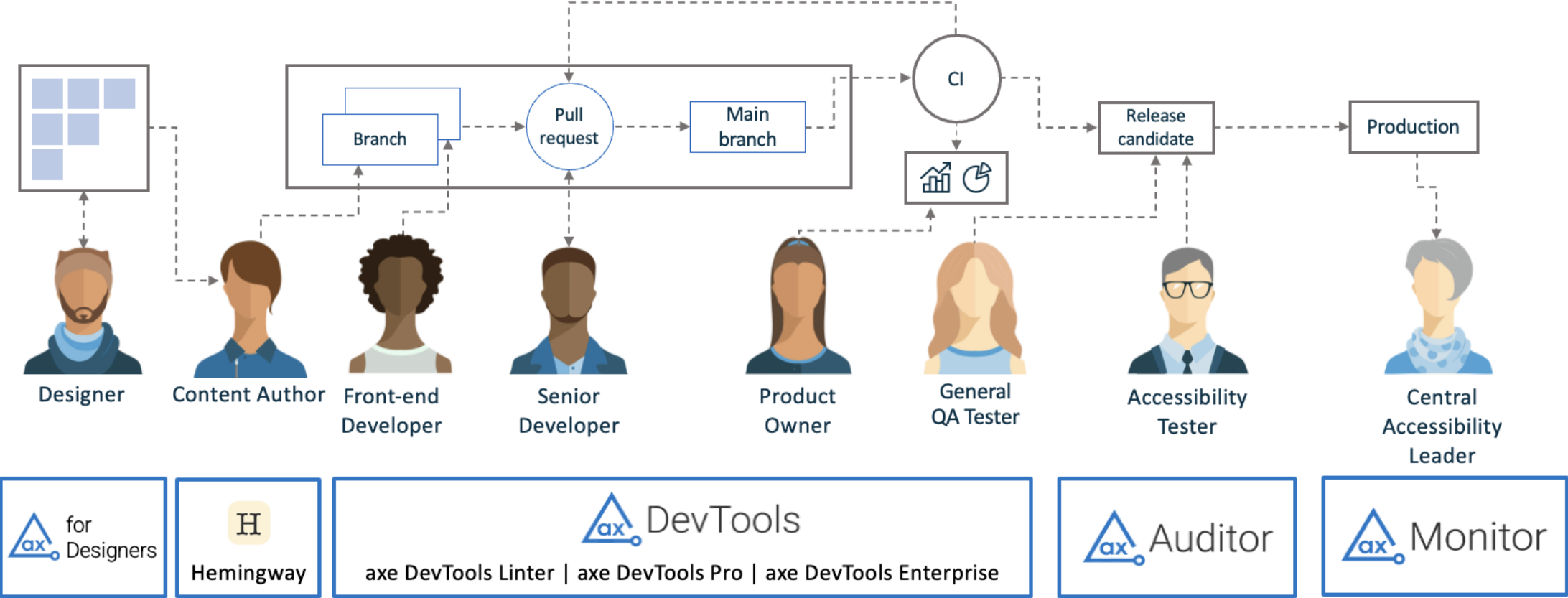
Strategy #1

Get Funded, then Get More

Digital Accessibility Transformation Index

2023
reactive

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Maturity Level	Maturity Label	Definitions
0	Not Started	
1	Initial	Undocumented, processes unpredictable, poorly controlled and reactive
2	Defined	A standard is defined and documented, processes characterized for projects and is often reactive
3	Repeatable	Documented with some consistency possible, processes proactively characterized for enterprise (internal standards)
4	Managed and Controlled	Not achieved until your digital accessibility practices have been deployed throughout the enterprise. Focus is on measuring the efficacy of what you've deployed and controlling the processes in place.
5	Optimized	All accessibility activities are measured and optimized for the best possible ROI. Every penny spent on accessibility is maximized for value to the customers.

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Create a universal experience that works for everyone from the ground up... have a program that is clear and repeatable.

Stop the break fix cycle (shifting left)

Strategy #2

Educate (why) and Train (how)

Charlotte, New York, India

Hub celebrations, associate panel, campaign material, emails, games, prizes

# Provide Teams Knowledge to Use the Tools and Resources

- General awareness training through HR for new onboards

- Deque University training by role and through AxeMonitor tooling

- Figma training (Zoom sessions) showing users how to access role-specific Accessibility plugins

- Accessibility implementation content added to DSM (Design System Manager)

- Office hours to aid with remediation

Strategy #3

Make Accessibility a Corporate Value
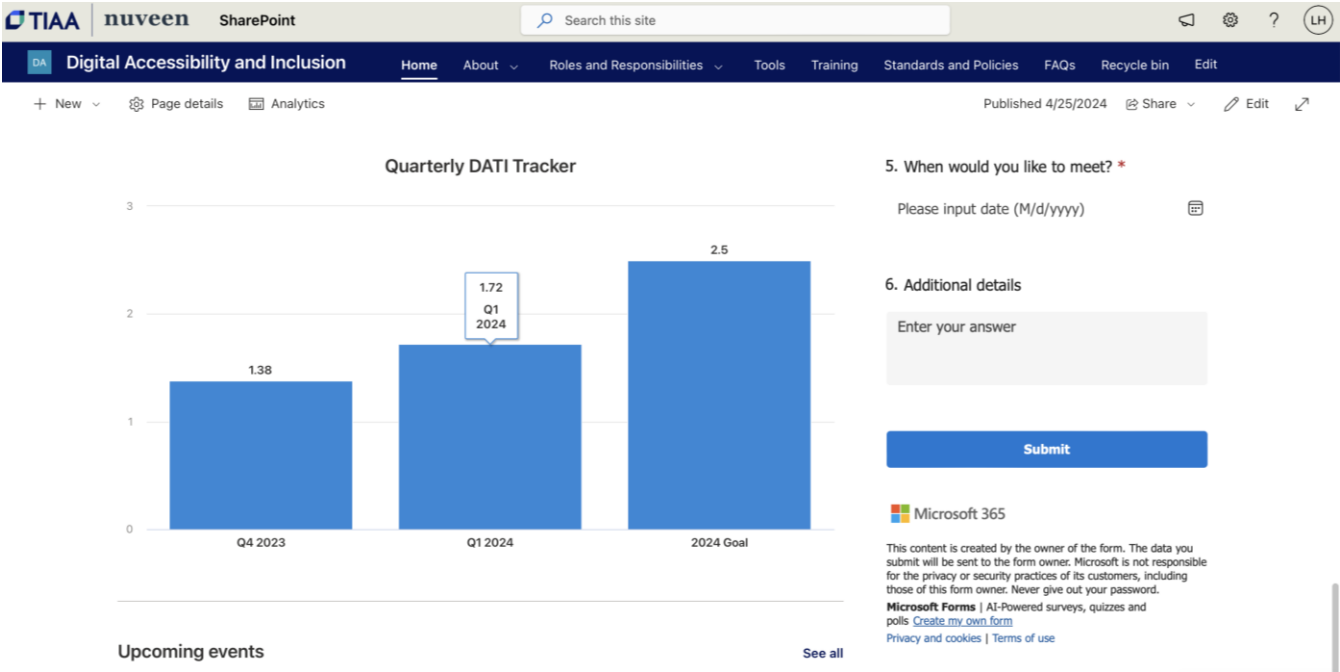
Partners Across the Company
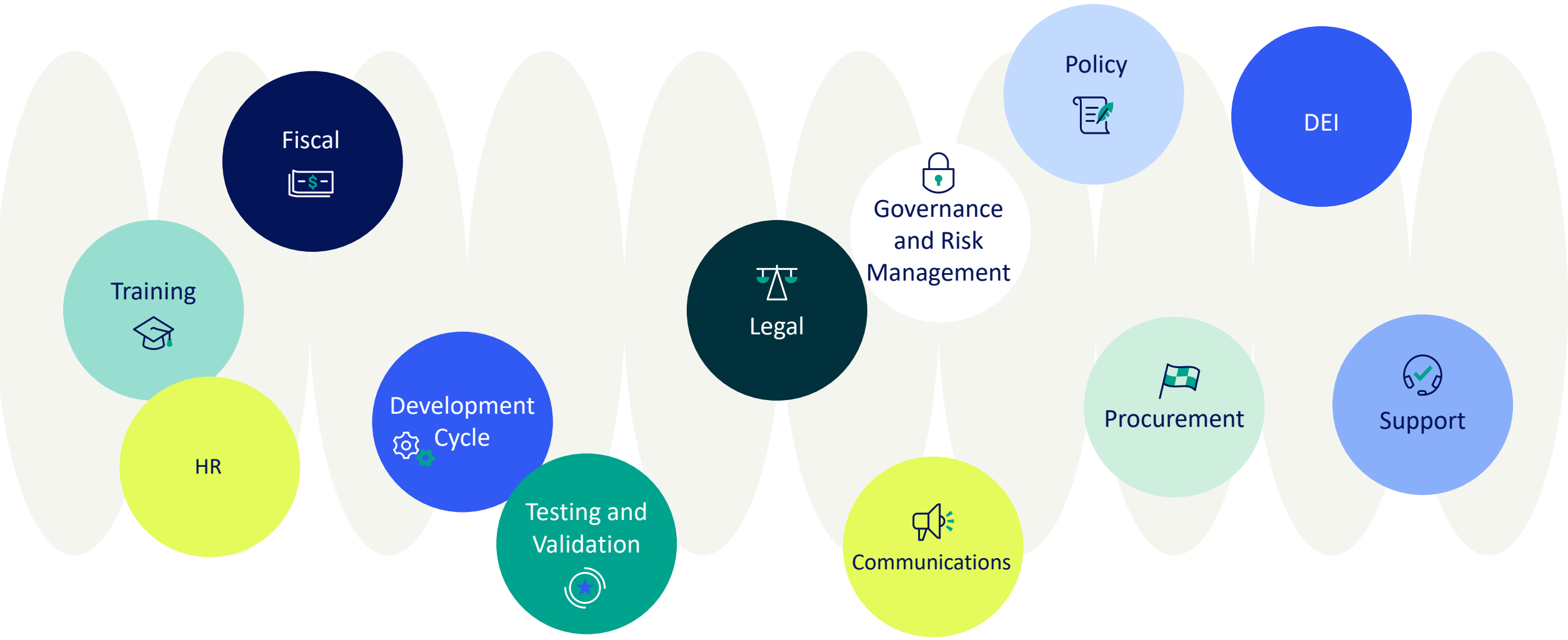
Strategy #4

Share Measurable Goals

Key Metrics

- **Accessibility Health Scores**
- **Digital Accessibility Transformation Index**
- **Risk Ratings**

A few granular measurements:

- Number of training sessions
- Number of tool sessions
- Reduction of issues in production

Strategy #5

View Accessibility and Inclusion as Key Drivers of Innovation

AI and Beyond

Here is what we are thinking about and I'm sure you are too…

- AI automation for design with accessibility rules built in
- AI integration into toolset for repeatable tasks (auditing and reporting, for example)
- Using AI tools for inclusive language
- Tools for EA/CEFR requirement

Must factor in humanization

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