

# Employee-Driven Accessibility Initiatives That Deliver Impact

# Agenda

- \* Problem
- \* Framing the problem
- \* The Framework
- \* Here's Proof It Works
- \* 30-60-90 Days Action Plan



Accessibility doesn't  
scale on *passion* alone

# How accessibility initiatives usually start

- \* One passionate employee
- \* One ERG champion
- \* One awareness month
- \* And then... nothing changes structurally

# Making your case

- \* Lead with impact, not emotion
- \* Speak in business outcomes
- \* Make the path clear and achievable

# Making your case

(Run it through the  
corporate translator)

## *Instead of*

“We need better accommodations because it's the right thing to do.”

## *Say*

“Employees who don't know how to request accommodations either suffer in silence or leave. Both cost us. A clear, documented process reduces attrition, lowers compliance risk, and improves the employee experience for everyone.”

**Do what you can  
Where you are  
With what you have.**

# From grassroots to measurable impact

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01

 Audit flows

02

Reduce reliance on memory and Slack threads

03

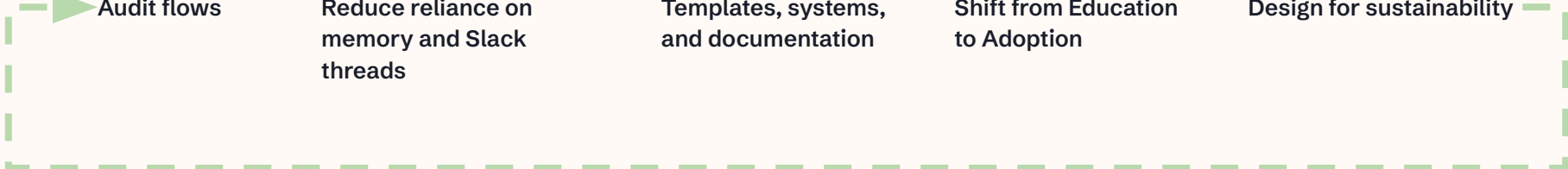
Templates, systems, and documentation

04

Shift from Education to Adoption

05

Design for sustainability



# AudioEye Website and Image Descriptions

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01

▶ Audit flows

02

Reduce reliance on memory and Slack threads

03

Templates, systems, and documentation

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Shift from Education to Adoption

05

Design for sustainability

# Accessibility onboarding transformation

- ★ Identified friction in the onboarding experience
- ★ Partnered with HR + a11y team
- ★ Created structured accessibility training
- ★ **Impact**
  - Improved internal knowledge baseline
  - Reduced dependency on ad hoc explanations
  - Set consistent expectations from day 1

# Accessibility accommodations revamp

- ★ Audit the process for getting accommodations
- ★ Work with HR to develop a new process
- ★ Make it a part of the company policies
- ★ **Impact**
  - Employees now have a clear, documented (and simple) path to request and receive accommodations

# Employee advocacy & Thought leadership

- ★ Built systems to align social metrics with company goals
- ★ Increased engagement and leadership visibility
- ★ **Impact**
  - Employee participation increased
  - Metrics tied back to growth goals
  - CPACC Certifications Galore!

# Internal education and process revamp

- ★ Consolidated scattered documentation
- ★ Improved accommodations process
- ★ Embedded accessibility into marketing/design/revops workflows
- ★ **Impact**
  - AudioEye Playbook
  - AudioEye Learning

# Accessibility moves at the speed of *trust.*

— Quemuel Arroyo, MTA Chief Accessibility Officer



WHAT YOU CAN DO IN  
30 / 60 / 90 DAYS

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## 30 Days

Identify your first leadership ally

Audit existing accessibility efforts

- Identify gaps in onboarding, process, or measurement

Align with one business KPI

## 60 Days

Pilot one structured initiative

Define measurable outcome

Share on win with leadership, even if small

## 90 Days

Make actionable what worked

Document processes

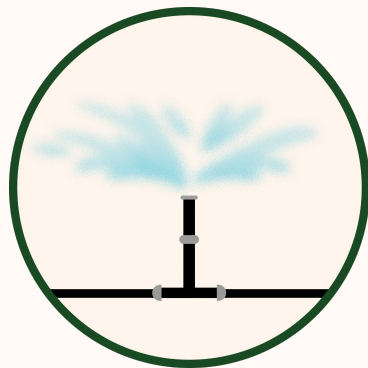
Expand ownership beyond yourself

Measure impact, share ownership and facilitate communication.



## Plant

Onboarding and standards



## Water

Training and adoption



## Weed

Friction and broken processes



## Tend “to Thrive”

Measurable impact & shared ownership



# Q&A