
AWS
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DEI118

Disability inclusion and the power of innovation

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Amazon

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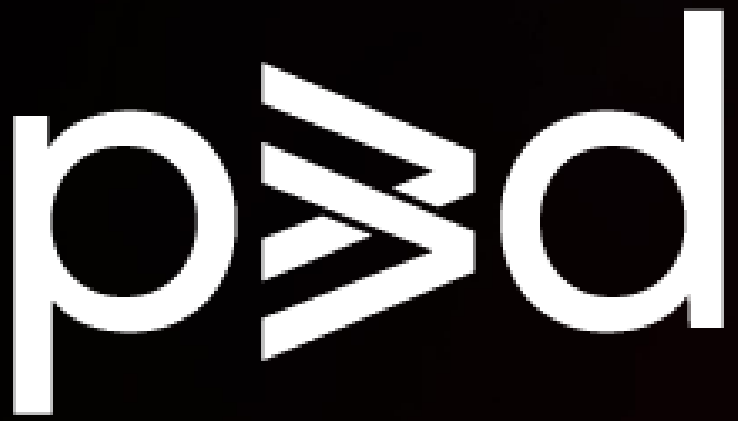
Disability Inclusion & the Power of Innovation

- Amazon’s PWD Affinity Group
- PWD in Our Workforce
- PWD Inclusion Inspires Innovation
- Beyond “The Right Thing to Do”

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Amazon’s PWD Affinity Group

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people with disabilities at Amazon

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Our Vision

For Amazon to be the most inclusive and accessible **employer** in the world for people with disabilities.

Amazonians with Disabilities are our customers.



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Values & Tenets

(UNLESS YOU KNOW OF BETTER ONES)

Amazon’s PWD Affinity Group

- Every disabled Amazonian’s voice is heard.
- Disability is not one-dimensional.
- Boldly drive inclusion from within.
- We think globally.
- Impact over good Intentions.

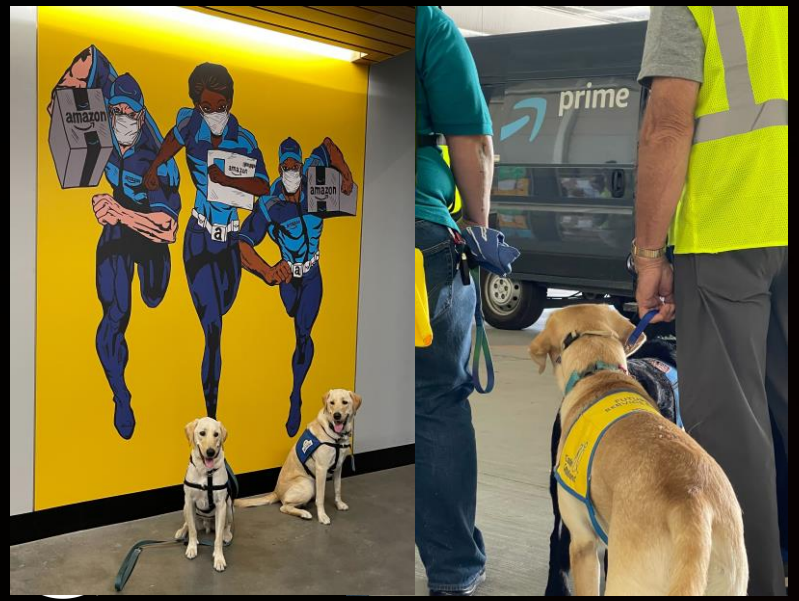
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We are inclusive















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PWD in Our Workforce

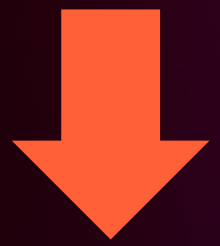
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How many employees have a disability (based on a nationally-representative sample of U.S. professional employees)?



30%

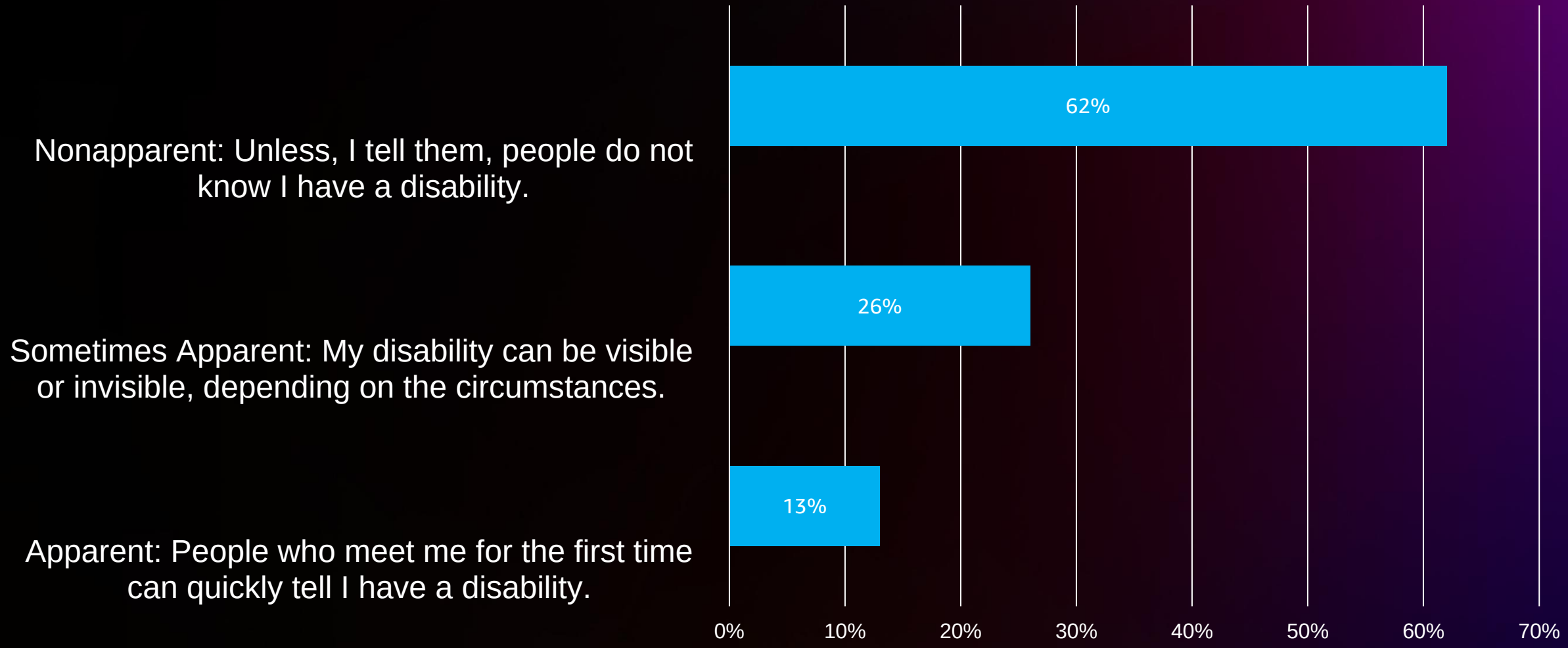
How many employees self-identify as having a disability?



3.2%

Non-apparent, Sometimes Apparent & Apparent Disabilities

EMPLOYEES WITH DISABILITIES WHOSE DISABILITIES ARE:



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Disability Inclusion

… is about **more than hiring** people with disabilities.

An inclusive workplace values all employees for their strengths. It offers employees with disabilities — whether visible or invisible — an equal opportunity to succeed, to learn, to be compensated fairly, to advance and to feel belonging.

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“When you’re Deaf or Hard of Hearing, your biggest problem is not always about hearing, but being heard.”

Brendan G.
Determined Advocate
Senior UX Design Manager, Payments
Global President, PWD Affinity Group

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PWD Inclusion Inspires Innovation

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Diversity includes Disability

Inclusion inspires Innovation

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Data shows that people with disabilities excel at developing creative and novel ideas.

This is attributed to the fact that they are forced to exist in a world not designed for them, they typically do not conform to societal norms and as a result are less subject to prevailing biases that inhibit innovative approaches.

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Universal Design

EVERYONE WINS

75%

- Ideas that would drive value for their company

66%

- Ideas that would drive the value of their company
- 30% would serve PWD

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“Because I'm blind, and because I've spent most of my career designing and developing accessibility tools for Blind people, that is one of the main areas that I focus on, but I also make sure that we are doing what we need to do to design our tools for everybody—whether or not they have a disability, and whether or not it's a visual disability.”

Josh Miele
Principal Accessibility Researcher
Global Vice President, Business
PWD Affinity Group

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Beyond “The Right Thing to Do”

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People with Disabilities are the largest minority group on the planet possessing intersectionality into all identities.

Yet, the voice of this community is severely underrepresented, as employees and as customers.

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1.3B

Globally, there are over 1 billion individuals with disabilities, representing 15% of the world's population.

$13T

With their families and friends, individuals with disabilities represent over

$13 trillion in annual disposable income.

The PWD community is expanding

Aging Consumers

The aging population are adding to PWD numbers as physical and cognitive realities change, and their desire to remain active in society is driving demand that dovetails with PWD.

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We’re building a more accessible future

Amazon’s vision is to become Earth’s most customer-centric company. That means making our devices and services accessible to everyone—especially people with disabilities.

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"Aside from the financial and economic gains, **hiring people with disabilities has a positive effect on factors such as absenteeism and motivation. . . .**

Companies that focus on disability inclusive hiring see lower turnover, as their employees feel greater loyalty to the company and a positive connection to its business practices."

Julie Sweet

President & CEO, Accenture

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Thank you!

Bettina Thompson

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