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Building for inclusivity and accessibility

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Agenda

Icebreaker: Pair up discussion

Raising the bar on inclusion and accessibility

Whiteboard Q&As

Key takeaways

Call to action

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Icebreaker

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Pair up discussion (3 minutes)



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Pair up discussion (3 minutes)



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The World Health Organization estimates that more than **1 billion** people in the world have some form of disability













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Raising the bar on inclusion and accessibility

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Self-reflection: Inclusion and accessibility





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Global opportunities at Amazon

- Increase accessibility awareness and inclusive behaviors for customers
- Build more internal community and assist people with disabilities (PwD) with making more global connections
- Expand normalizing of disability and people first and/or identity first language



Action: Expansion of the Amazon PwD affinity group



Mrunmaiy Abroal, a PR manager on the Devices team in India who started a new Amazon PwD chapter in India

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Action: Launch of Global Accessibility Awareness Month (GAAM)



Noboru Obata, a senior account manager on the Consumer Business Development team in Japan and co-chair of the PwD Japan affinity group

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Action: Launch of the annual 4DI conference



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“We've seen managers, leaders, and peers change the way that they interact with their teams. They’ve changed the way they run meetings and communicate.”

JoAnna Hunt, Principal Product Manager, Kindle Accessibility
Amazon

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Whiteboard Q&A activity: Real-world challenges

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Whiteboard backup FAQs

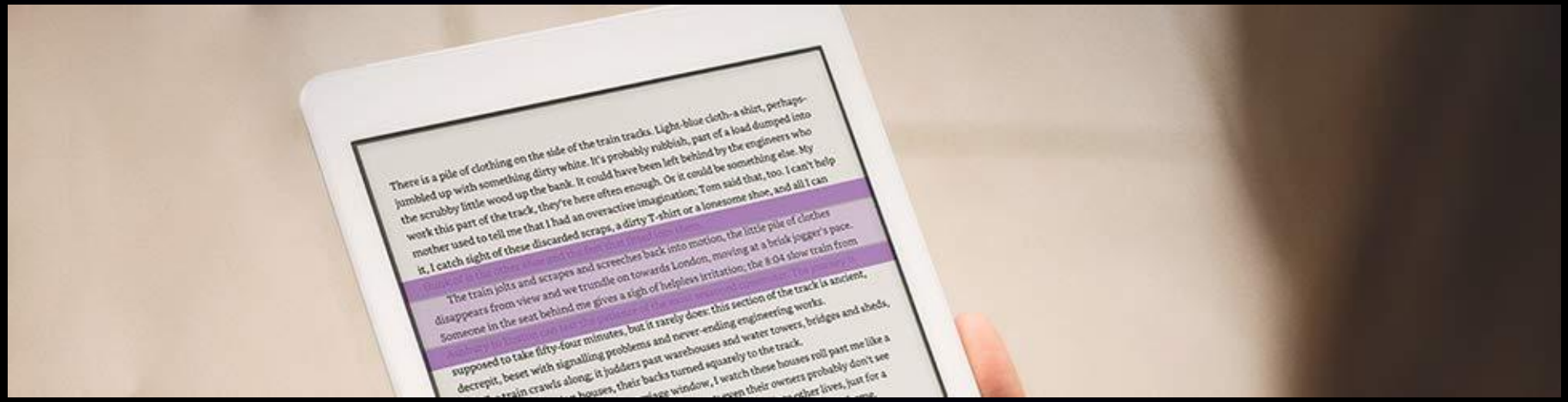
- How do I build tools, products, and services with inclusivity and accessibility in mind? What best practices have I seen or used before?
- What if my leadership isn’t bought into investing in disability inclusion and accessibility?
- What is my typical approach when building?
- How do I check my existing tools, products, and services for accessibility?
- What if we buy most of the tools our employees use?
- How can I make sure I am using appropriate and respectful language when speaking and writing about disability or interacting with someone with a disability?
- How do I become an ally to people with disabilities at my organization?

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Whiteboard: Accessibility customer success story

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Amazon Kindle Reading Ruler



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Key takeaways and resources

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Key takeaways

- Always take a Universal Design approach
- Use people first and/or identity first language
- Understand the needs of customers with disabilities
- Identify and remove barriers in existing tools, products, and services
- Continue to innovate on behalf of customers with disabilities

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Resources

- Amazon tools, products, and services:
  - Amazon Accessibility site
- Learn more:
  - Disability: IN
  - CSUN Assistive Technology Conference



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Looking forward

What are 1 to 2 actions you are committed to taking to build in a more inclusive and accessible way?

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“We want Amazon to be the most inclusive and accessible employer on the planet, and that means working to normalize disability so that people with disabilities have every opportunity to be accepted and as successful as their peers.”

Brendan Gramer, Senior UX Designer

Global President of the Amazon PwD Affinity Group

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Thank you!

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