

Disability Confident – campaign messages



Disability Confident - make it your business

The Disability Confident campaign celebrates disabled people, their abilities and the skills they bring to business

Join Government and other employers who are working together to become more disability confident – we're removing barriers and recognising the talents that disabled people bring to a diverse workforce

83% of people acquire their disability while in work – it's easy to support them to stay in employment

It's likely you're already doing more than you think to support your disabled employees – share your great stories, inspire others to do the same

The 'Purple Pound' is worth £212 billion a year - having an employee base that reflects the diversity of your customers can only benefit the bottom line



We're positive about disability

If you're not recruiting from the widest possible talent base, you're missing out – disabled people bring real skills to business

Disabled people want to work. They are talented, productive, resilient. If that sounds like the workforce you want, don't overlook disabled people and the talents they bring to business

Diversity sparks innovation – recruiting and retaining a diverse workforce helps ignite and sustain business growth



What makes your business tick?

Open up your business to disabled talent, you'll be glad you did

It's easy to ensure that disabled people have access to your vacancies – advertise in disability press and join the guaranteed interview scheme

Young disabled people often struggle to find work opportunities, why not work with a local disability organisation to offer work placements or job shadowing?



Unlock the potential in your business

Accessibility isn't just about the physical environment – attitudes can affect disabled people's access to employment

Many reasonable adjustments can be achieved using existing technology

Government is providing enablers such as Access to Work to ensure that reasonable adjustments are achievable



Great minds think differently

Great minds think differently, great minds deliver. Join us and be part of embracing and celebrating the diverse talents that disabled people bring to business

Disability isn't just physical – hidden impairments are disabilities too

1 in 4 employees will experience mental health issues, around 300k lose their job every year – support is available, this doesn't need to happen