

I P S Delivering **Return On Disability™**

www.returnondisability.com

**National Disability Awareness Month
The Great State of Ohio**

Columbus, Ohio

October 6, 2011

Where is the gap?

Q

If CULTURE supports the hiring of people with disabilities and LAW mandates that this happen, why is this still an issue in the global economic community?

A

Because nobody expects a return.

Shared Value – A Customer Driven Approach

Identified by HBS Prof Michael Porter in January 2011 issue of Harvard Business Review

Value Proposition:

The concept of shared value – which focuses on the connections between societal and economic progress – has the power to unleash the next wave of global growth.

Three key ways that companies can create shared value opportunities:

- By reconceiving products and markets
- By redefining productivity in the value chain
- By enabling local cluster development

Porter, the Father of Business Strategy, says:

Every firm should look at decisions and opportunities through the lens of shared value. This will lead to new approaches that generate greater innovation and growth for companies – and also greater benefits for society.



PEPSICO



Tropicana



Google™

1.

People with disabilities represent an emerging market the size of China.

People with Disabilities	Stakeholders	Baby Boomers	Broader Market
<p>Defined as how an individual sees him/herself, or how society perceives that individual – self-identification.</p> <p>Visible Disabilities – 29%</p> <ul style="list-style-type: none"> Physical & Sensory <p>Invisible Disabilities – 71%</p> <ul style="list-style-type: none"> Sensory, Cognitive & Chronic <p>US based PWD control approximately \$220B in disposable income, the same amount as the US Hispanic community in 1990.</p>	<p>Represents family, friends and those that have an innate reason to understand disability and its impact on those that they have an emotional connection with.</p> <p>US Consumers – 84mm</p> <p>US Disposable Income - \$2.4T</p> <p>Stakeholders are ‘evangelists’, ready to act and ‘preach’ to others about the value inherent in PWD.</p>	<p>Measured prevalence of a disability above age 65 is 51.8%.</p> <p>US Consumers – 77mm</p> <p>US Disposable Income - \$2T</p> <p>Redefined every generation they have touched, from creating the ‘teenager’ to launching into middle age with gusto</p> <p>Demand products and services that adapt to their needs and desires.</p>	<p>Innovations and insights derived from disability applicable to all, product development and messaging can drive firm-wide ROI through:</p> <p>Ease of Use</p> <p>Brand Connection</p> <p>Cross-over applications are the ‘holy grail’ of business/disability efforts, and will drive growth in disability-related capital spending</p>

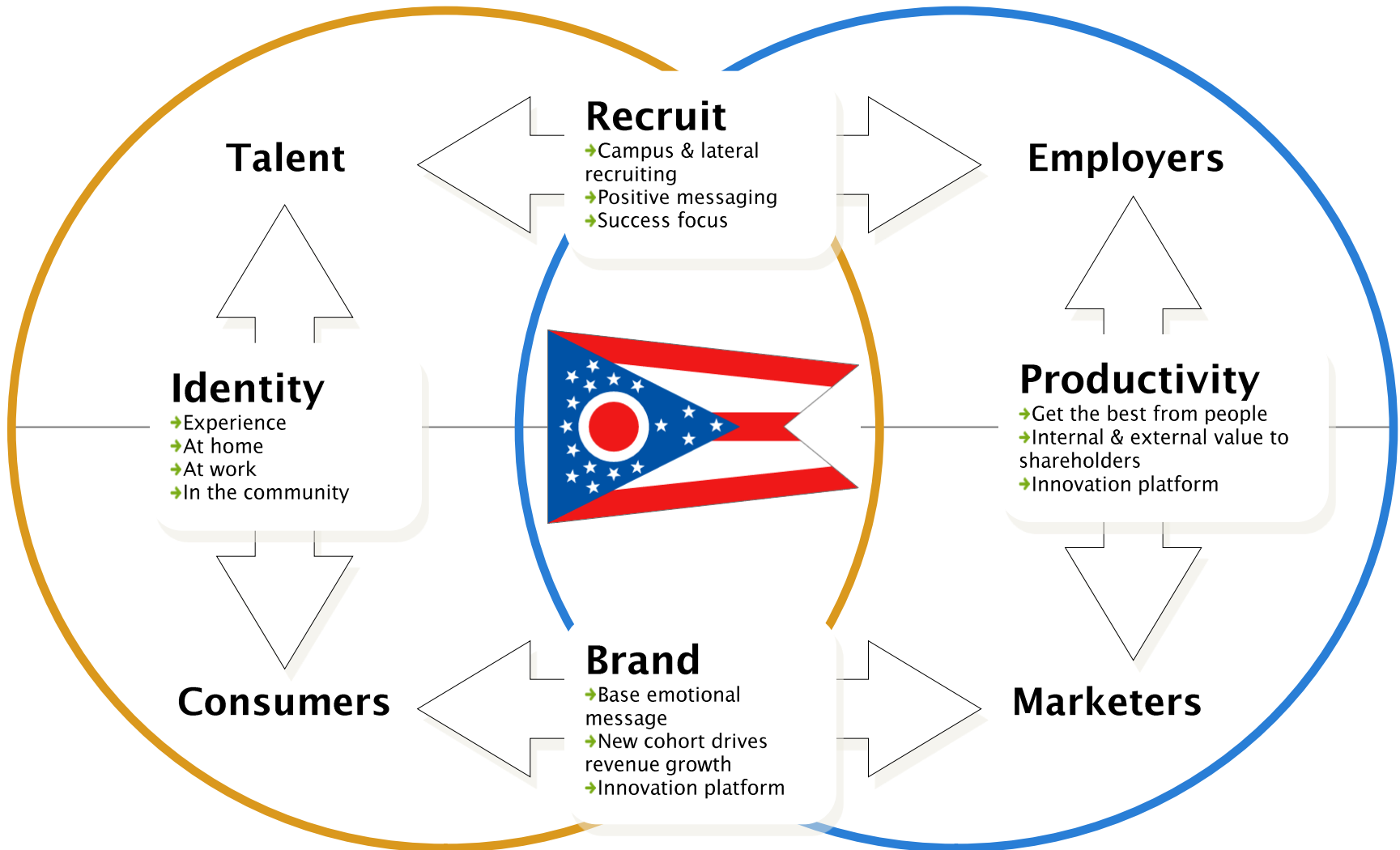
	Global	USA	Canada	Europe	Asia
PWD Population	1.1B	50mm	6mm	152mm	692mm
PWD Income	>\$4.1T	>\$1T	\$137B	>\$3T	NA
PWD Disposable	>\$750B	\$220B	\$30B	\$500B	NA
Stakeholder Population	2.0B	84mm	9mm	228mm	1.0B
Stakeholder Disposable	>\$8.1T	\$2.4T	\$250B	\$5.4T	NA

Source: US Census, US Department of Labor, Statistics Canada, European Central Bank, IPS

Translating Macro Opportunity to Corporate Activity

**People with Disabilities
(PWD)**

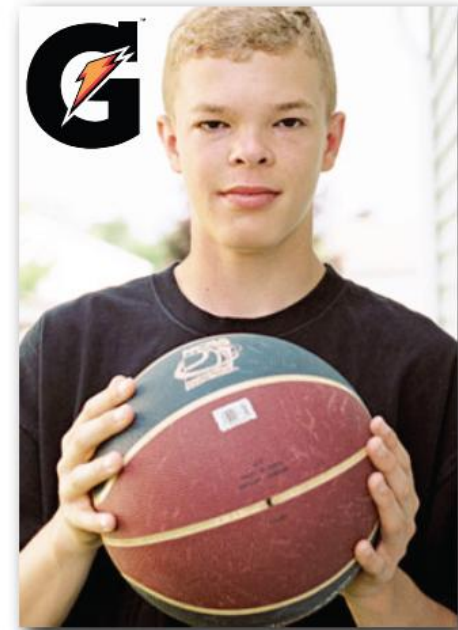
Economic Community



2.

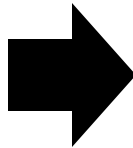
There are a host of unmet consumer needs (both functional and emotional) for this market that are waiting to be addressed.

As disability goes mainstream, so do the products, services and brands that speak to it.



The Brand of 'Disability' Must Evolve

As mainstream brands seek to attract consumers with disabilities and their stakeholders, they must appeal to core human behaviors that trigger purchasing.



3.

There is valuable talent and knowledge that you already have in your organization that is currently not being leveraged.

What if you suddenly discovered that 20% of your workforce spoke Chinese, but never thought it was relevant to bring up at work?

(In fact, they were desperately trying to hide it.)

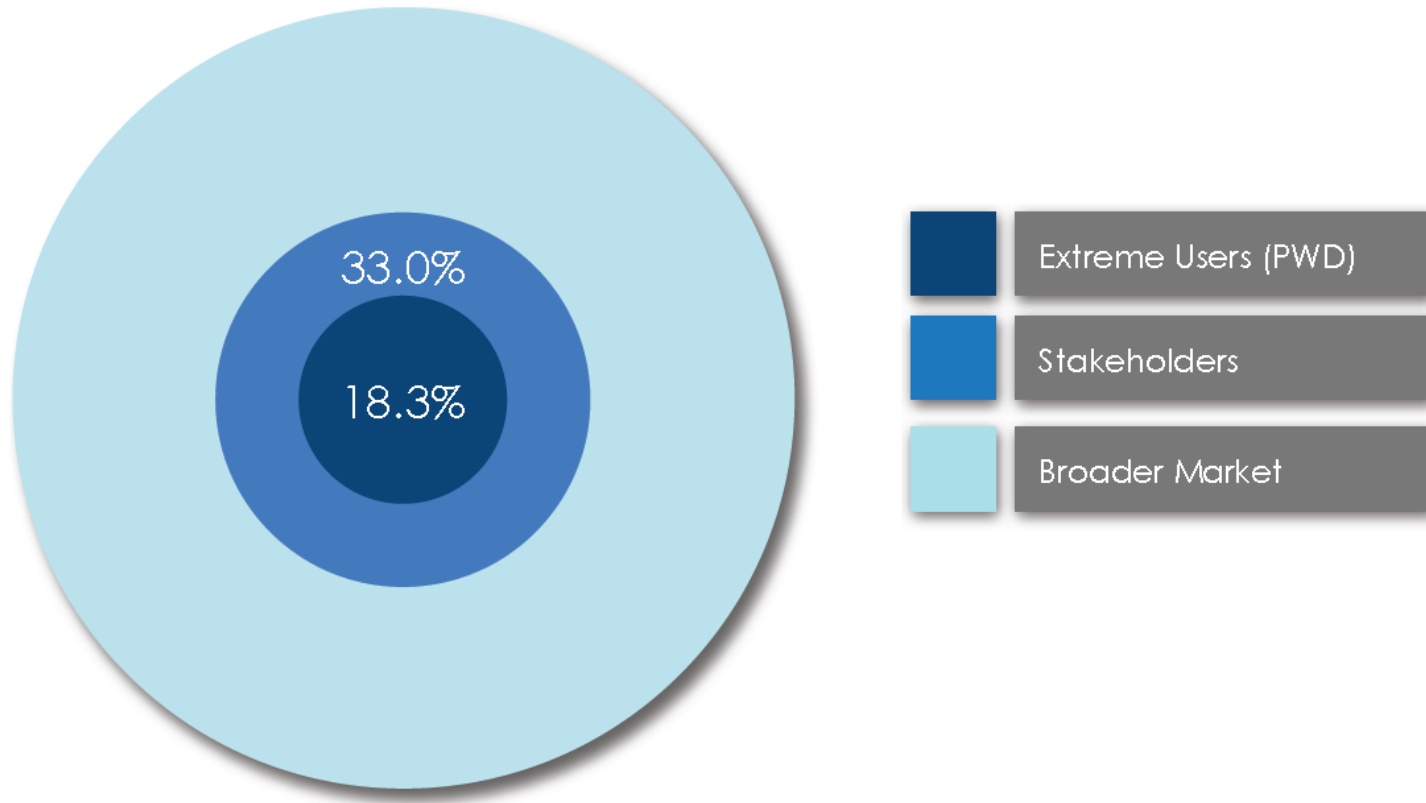
People with disabilities and their stakeholders share a marketable talent and knowledge base that typically abled people simply have not had the need to develop.

Whether it's figuring out how to open a bottle of water with limited dexterity, a different way to process information written on a page, or how to raise a child with a disability, people with disabilities and their stakeholders are some of the most talented creative problem solvers in our society today.

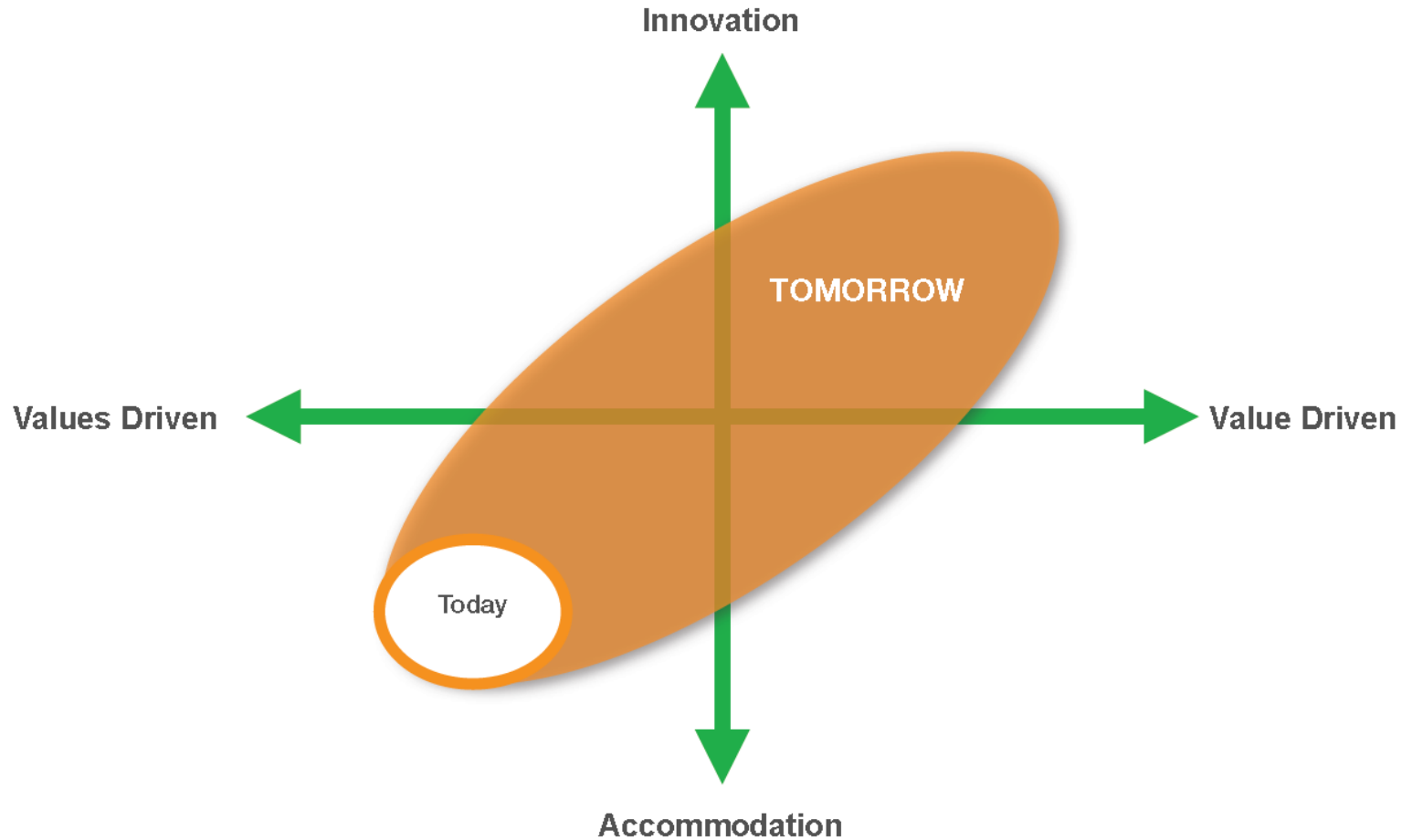
It's a mindset we call Alternate Pathing™ (and it's the genesis for innovation).

Learning from 'Extreme Users' to Innovate for All

By concentrating on designing solutions for people with disabilities (i.e. extreme users) businesses innovate solutions that make life better for everyone.



How can disability efforts appeal to cultural values AND demonstrate added shareholder value?



4.

Government must expect a return and pull the right levers to encourage the private sector to act

Education

'Special' education → **not so special**

Demand mainstream outcomes

Focus on career from Gr. 1

Parallel system lead to separate lives

Lever learnings in disability restructure to benefit all students

Entitlements

Today has a 'maintain at zero' mindset

Represents a risk to change for an individual

Dual win: restructure to focus on arming individuals with marketable skills → reduce spending & increase revenue

Massive restructure required

Alignment

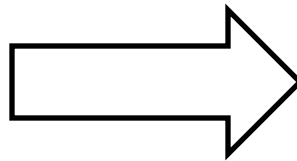
1. The Individual
2. Business
3. Government

- A. Productivity
- B. Growth
- C. Sustainability

Just like everyone else.

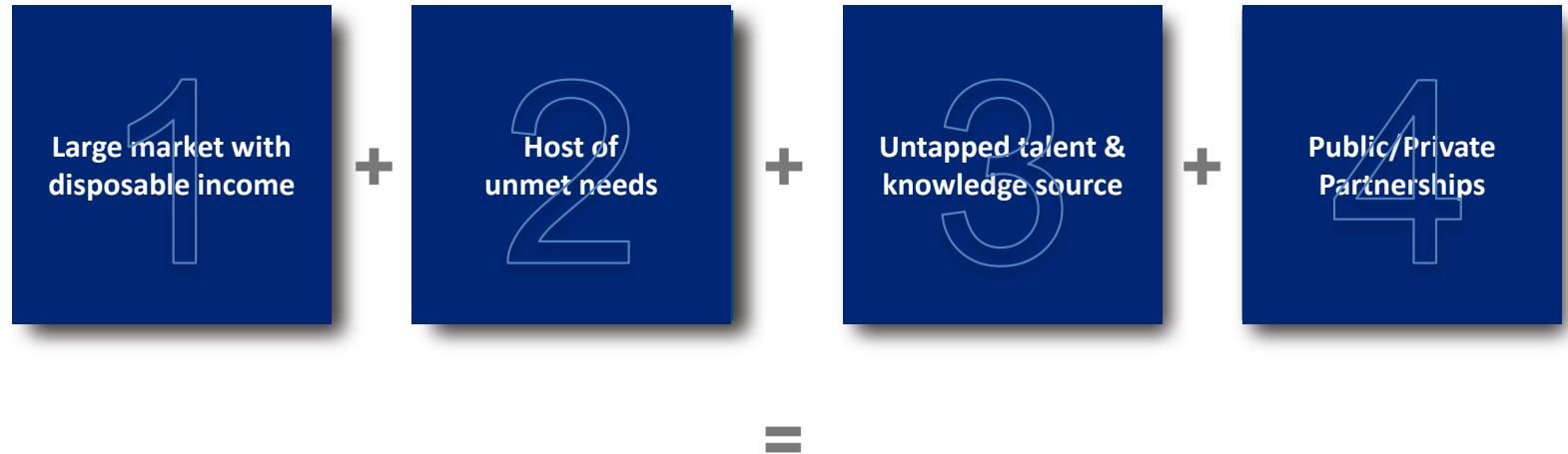
Unique Opportunity for Ohio

- An analysis of Standard and Poor's 500 companies demonstrate that 22% of these firms show any kind of business related mention of disability
- Of these 500 firms, 5.2% have meaningful external representation of interest in the disability space.
- Health care sector is the worst performer relative to disability.



Customer Driven – Disability Led Platform for Innovation

The bottom line



A Purposeful & Profitable Opportunity

Thank You

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