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STAY OK

RETHINKING WELLBEING AT WORKPLACES IN THE EUROPEAN SMES

ACCESSIBILITY ISSUES AND MENTAL WELL-BEING

EXEOLAB CREATING SYNERGIES

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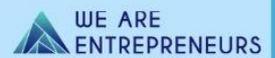
WE ARE ENTREPRENEURS

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1.Introduction

Accessibility issues in the workplace are increasingly recognized as vital components of a successful business strategy. Small business owners, managers, HR specialists, and staff committed to fostering diversity and inclusion will find this module particularly relevant. As the global workforce continues to evolve, it is crucial to understand the barriers that individuals with disabilities face and how these challenges impact their productivity, engagement, and overall well-being.

The primary objective of this module is to educate participants on the importance of workplace accessibility and its various effects on employee performance. When businesses prioritize accessibility, they not only comply with legal obligations but also create an environment where all employees can succeed. This commitment is not limited to physical changes, it requires creating a culture of inclusivity that celebrates and promotes diverse perspectives and experiences.

By addressing accessibility challenges, organizations can significantly strengthen their work culture and performance. Research has shown that inclusive workplaces lead to higher employee satisfaction, lower turnover rates, and increased innovation. Furthermore, accessible environments promote collaboration and teamwork, allowing for a more engaged and motivated workforce.

This module will examine the various dimensions of accessibility issues, including physical accessibility, digital inclusion, and the importance of policies that support equitable practices. Participants will gain insights into identifying and overcoming barriers to accessibility and learn practical strategies for implementing inclusive practices that benefit everyone. In conclusion, by adopting accessibility practices, organizations can maximize their workforce's potential and promote a culture of respect, fairness, and empowerment.

1.1 Summary

The **"Accessibility Issues and Mental Well-being"** module is designed to equip participants with the knowledge and skills necessary to foster a more inclusive workplace environment. Over the course of five lessons, participants will explore the importance of accessibility in small business settings, identify barriers faced by diverse groups of workers, learn how to implement inclusive design principles, understand legal requirements for accommodating employees with disabilities, and discover accessible communication and technology solutions. Practical tasks throughout the module, including role-playing exercises and hands-on activities, allow participants to apply their learning in real-world scenarios. The module concludes with a quiz to assess understanding of theoretical concepts and practical applications. By the end of the module, participants will be empowered to create more accessible and inclusive workplaces that promote employee well-being and productivity.

1.2 Learning Outcomes

Theoretical Knowledge:

- Recognising the importance of accessibility and how it affects the well-being of employees in small enterprises.
- Determining the different accessibility hurdles and how they affect different types of workers.
- Discovering the legal requirements for accommodating employees with impairments as well as inclusive design principles.

Skills:

- Developing and implementing inclusive design strategies within business practices.
- Applying the best practices for accommodating employees with disabilities at the workplace.
- Using accessible communication methods and technology solutions effectively.

Competences:

- Fostering an inclusive workplace culture that supports diversity.
- Promoting employee well-being through improved accessibility measures.
- Enhancing workplace productivity by addressing and overcoming accessibility challenges.

1.3 Keywords

Accessibility, Inclusivity, Small Business, Employee Well-being, Barriers, Inclusive Design, Disabilities, Legal Compliance, Communication, Technology

2.Lesson 1: Importance of Accessibility in Small Business Settings

2.1 Introduction

Not only does accessibility benefit users with disabilities, but it also brings significant advantages to business as a whole. By fostering an inclusive environment, businesses can enhance their reputation and brand image, showcasing their commitment to diversity and equality. This can attract a broader customer base, including individuals with disabilities who may have previously been excluded.

Furthermore, accessible products and services are often more user-friendly for all customers, leading to improved user satisfaction and loyalty. Prioritising accessibility can also help businesses stay ahead of legal requirements, reducing the risk of potential lawsuits and compliance issues in the future.

As mobile applications become an increasingly integral part of business operations, ensuring their accessibility is not just a legal obligation but a strategic business decision that can drive growth and innovation.

2.2 The significance of accessibility for small businesses

Accessibility is about removing barriers to enable full participation in everyday activities for all users, especially those with disabilities. This involves developing user-friendly physical and digital environments. In terms of digital functionality, these include things like keyboard navigation, screen reader compatibility, and video captioning. It has tactile elements, clear signs, large entrances, and ramps on the outside. Businesses can create inclusive environments that value and support everyone's needs and encourage full participation in social, economic, and cultural life by putting accessibility first.

Creating inclusive and accessible environment will help users who are or have:

- Neurodiverse (such as those with ADHD or ADD)
- Certain type of learning disability, such as dyslexia, dyspraxia, or dyscalculia
- Communication and social problems (like Autism Spectrum Disorder)
- Reduced eyesight and blindness
- Screen reader users
- Physical and neurological problems
- Hearing loss or deafness

Ensuring accessibility in small businesses involves a comprehensive approach, making both physical storefronts and online platforms reflect essential principles of inclusivity that cater to

all individuals. A business must create an environment where customers, regardless of their abilities or backgrounds, can easily understand its messages and navigate its structure. To reach this goal, it is essential to implement uniform branding strategies that address the needs of varied audiences, thereby strengthening connections and promoting higher levels of engagement.

Examining the usability of business environments is key to providing an inclusive and welcoming atmosphere for all visitors. It is crucial to assess how easily customers with varying abilities can navigate these environments, ensuring that they feel welcomed and accommodated. This may involve addressing physical access barriers, such as ramps and clear pathways, as well as creating user-friendly layouts and signage that guide customers effectively. Overcoming these challenges through innovative solutions is key to fostering a truly accessible and inclusive business environment.

Businesses should also focus on designing their spaces to facilitate easy navigation and understanding for all customers. This means recognizing that diverse audiences may interpret messaging and materials in different ways. By providing relevant background information and utilizing clear communication strategies, businesses can enhance customer engagement and ensure that everyone feels empowered to interact with their services. This commitment to clarity and accessibility reflects a deeper understanding of customer needs.

Lastly, it is vital for small businesses to implement robust accessibility policies that are not only meaningful but also actionable. These policies should be consistently reviewed and updated, demonstrating ongoing commitment to improving accessibility. By ensuring that support for infrastructure and training for staff are in place, businesses can maintain their accessibility commitments, ultimately creating an environment where all customers feel valued and secure.

POUR Principles

Perceivable
Ensure that all information and user interface components are perceivable to all users.

Operable
Make sure that user interface components and navigation are operable by all users.

Understandable
Ensure that information and operation of the user interface are understandable by all users.

Robust
Maximise compatibility with current and future user agents, including assistive technologies.

Figure 2.1. The power of inclusive design, Roberts, A. (2023, October 20)

Benefits of Web Accessibility for Small Businesses

Website accessibility is essential, benefiting both consumers and businesses significantly. By creating an accessible virtual storefront, small businesses can achieve multiple long-term goals that are crucial for growth. First, enhancing accessibility allows businesses to reach a broader customer base, including individuals with disabilities who might struggle to access content. This inclusivity not only drives sales but also opens up opportunities to connect with new customers.

Showing a commitment to accessibility reflects a business's resolve to treat all customers fairly and inclusively. By making online platforms accessible, businesses can attract new customers and foster loyalty among existing ones, as consumers appreciate brands that recognize their diverse needs.

Improving the accessibility of a website can lead to better search engine optimization (SEO) outcomes. Features like alt text for images help search engines index content better, leading to higher visibility in search results and, consequently, more traffic.

Finally, accessibility features such as closed captions and screen readers provide innovative engagement methods, allowing visitors to interact with content in various ways. In summary, investing in website accessibility not only fosters an inclusive environment but also enhances customer reach, loyalty, SEO, and engagement, contributing to a business's long-term success in a competitive marketplace.

7 Ways Small Businesses Can Improve Accessibility

Here are several steps to enhance small business's accessibility:

1. **Provide a Web Accessibility Statement**

Inform website visitors that business is committed to inclusivity by featuring a web accessibility statement. This brief statement should outline how the company accommodates users with disabilities.

2. **Ensure Adequate Colour Contrast**

Improve readability by using a noticeable contrast between the webpage's foreground and background. This not only enhances readability but also creates visually appealing colour schemes. If the colours on the webpage are hard to distinguish, consider increasing their contrast.

3. **Include Alt Text for All Images**

Alt text descriptions make images accessible to users with visual impairments and can boost a website's SEO, making images more likely to appear in search results. Describe what visitors might miss if they can't see the image, providing sufficient detail.

4. Include Audio and Video Transcripts

Transcribing audio and video content helps users with auditory impairments access it. Offering transcripts also benefits visitors who prefer reading over listening or watching multimedia content.

5. Avoid Automatic Media and Navigation

Allowing users control over their navigation experience by avoiding automatic media and navigation features. Ensure that users can easily navigate and consume website's content at their own pace.

6. Use Headers to Structure Content Properly

Using headers effectively provides a preview of a website's content, making it easier for visitors to find specific information. Think of headers as a table of contents that guides users through a website.

7. Provide Necessary Content Warnings

Understand how certain content might be inaccessible or triggering for individuals with disabilities. Provide warnings for flashing visuals or potentially sensitive subject matter to give users the choice to engage with the content.

2.3 Impact of accessibility on employee well-being

Good well-being goes beyond a cosy work environment, which makes it a challenge for organisations to prioritise when it comes to their employees' well-being. The office environment and its impact on the emotional and physical health of the employee are reflected in the well-being of the employee. Every aspect of a worker's working life is related to workplace well-being, including the physical environment's safety and quality as well as their attitudes towards their jobs, their surroundings, the atmosphere at work, and the organisation they work for.

Meaning and Importance of Employee Wellbeing

In the ever-changing landscape of the modern workplace, technology has become a key solution to traditional employee challenges related to well-being and productivity. By integrating technology that boosts productivity, organisations can create a less stressful work environment for their employees. Technology's role in the workplace is expanding, covering areas from communication to organisation and management. In the fast-paced business

world, technology is crucial for enhancing both employee well-being and productivity. It has been shown that employee well-being positively impacts organisational productivity, and technology provides collaborative and analytical tools to support various roles. Consequently, organisations can leverage technology to promote physical wellness, flexible working hours, and remote work options.

Technology as a Tool for Employee Well-being and a Driver of Productivity

These days, a wide range of technologies can be used to improve various aspects that influence workers' well-being. Certain technologies contribute to the well-being of workers by making wearables and health and wellness apps widely available. After achieving employee well-being, organisations can increase worker productivity. The whole point of the traditional workplace is to make sure that the physical process is tracked in order to meet daily targets. Office technology tools enable businesses to operate efficiently electronically by simulating the real workplace environment online. Technology has changed a lot of jobs, including human resources. Applications help HR staff members and lessen the workload in their jobs by guaranteeing that the best candidate is chosen throughout a hiring process. The general well-being of employees can be enhanced through the use of technology. Technology can be used to promote employees:

● **Physical Wellness**

The physical wellness of an employee is a part of the well-being that technology can improve. Because traditional white-call workers are more likely to have bad posture and experience other negative impacts on their physical health from prolonged sitting, there is a global health concern with this employment. Science and modern technologies allow workers to actively track their health on a regular basis. Advanced wearable technology and mobile health apps have been created; these gadgets can track blood pressure, heart rates, exercise routines, and other important signals. People can now regulate their health and know when to take a break thanks to technology solutions. These apps continuously remind users to engage in low-impact physical activities like walking and stair climbing, which are excellent cardiovascular workouts.

● **Mental Wellness**

Technology provides a variety of methods to assist mental health, which is an essential aspect of employee well-being because it influences employees' work attitudes. According to research, 42% of workers worldwide reported a decrease in mental health during the COVID-19 epidemic. Stress-related mental health issues among staff members impede organisational objectives and lead to stagnation.

● **Flexible Work Arrangements**

Technology transformed our regular work life and opened the way for the growth of flexible work schedules. With the use of work tools, employees are able to customise their schedules to fit personal obligations, reduce the stress of travelling to work, and work from home. This

flexibility encourages satisfaction and happiness in the workplace, which in turn results in higher productivity. Employee flexibility is increased when they work remotely from home or other locations, and the stress and inconvenience of daily commuting is greatly decreased.
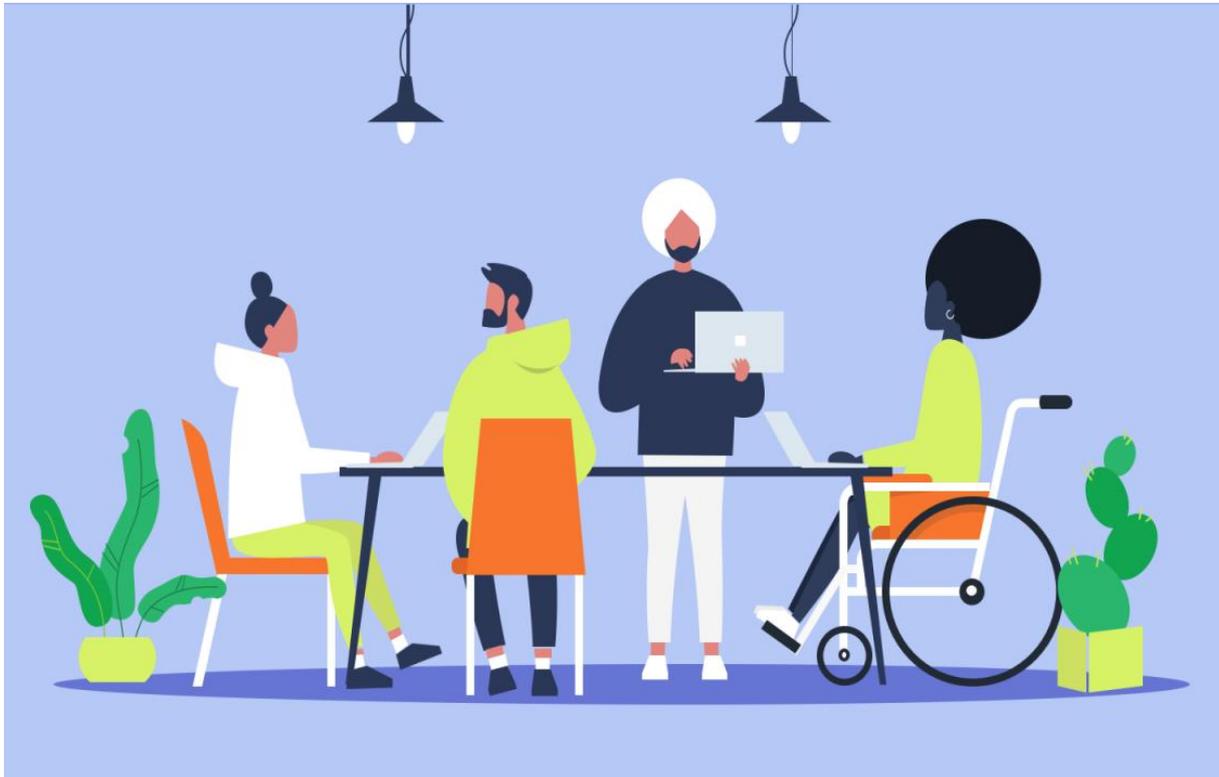

Figure 2.2. Importance of Accessibility for the business, Paiva, M. (2023, November 23)

Legal Aspects to Take Into Consideration When Using Technology to Increase Employee Productivity and Well-Being

Technology integration in the workplace is crucial, but it's also critical to think about the implications for law. Employers need to be aware that data privacy, current labour rules, and international standards must all be followed at every stage of utilising technology to improve the well-being of employees.

● **Data Privacy and Protection Concerns**

The adoption of technology in the workplace raises valid concerns about employee data privacy and surveillance. This is because employees would need to supply their personal information to access and effectively use these technologies. For instance, the integration of technologies by employers can impact personal data privacy, particularly when organizations opt for CCTV for ensuring workplace safety or use AI to track employees' health records and leave information. As a result, it is essential for organizations to ensure the implementation of adequate data privacy and protection governance measures. This involves employing

effective data security practices such as encryption and two-factor authentication, as well as establishing internal policies for privacy governance, which encompass data privacy impact assessments, privacy policies and notices, records of processing activities, and storage limitation protocols. Notably, maintaining data privacy and security is not only a legal obligation, but it also builds trust between employees and organisations.

- **Work-Life Balance Challenges**

The increasing prevalence of "work from home" arrangements has led to employee burnout, primarily due to technology's tendency to blur the lines between professional and personal life. Establishing "off-hours" regulations and encouraging staff to take breaks and unplug after work are crucial for organisations. Being perpetually connected may contribute to employee burnout, which is why companies should implement well-defined workflow boundaries. A healthy work-life balance should be facilitated by technology, not the other way around. Due to current technology, companies are prevented from requiring workers to work beyond regular business hours without providing overtime compensation. Additionally, if an employee has sick leave, they are free to miss work and are not obliged to use office supplies, particularly if their illness is severe. It is valuable to note that, although unskilled workers who perform manual labour or provide clerical services are the only ones covered by the Labour Act, other workers (such as administrative, executive, technical, and professional workers) may want to consider negotiating favourable welfare terms in their employment contracts.

2.4 Case studies illustrating successful integration of accessibility measures

Case Study 1: Retail Security Enhancement

Challenge

A large retail chain faced an alarming increase in theft, vandalism, and disruptive behaviour, which posed a financial burden and threatened customer and employee safety. Traditional security measures, such as surveillance cameras and loss prevention staff, proved insufficient in addressing these complex challenges. Recognizing the importance of developing more efficient strategies, the corporation explored innovative options to improve security and optimize the shopping experience.

Solution

XPressGuards partnered with local police agencies to integrate off-duty police officers into the retail security plan. This tactic took advantage of the officers' professional training and experience, providing a dual benefit of deterring crime and facilitating quick responses to incidents.

To maximize their impact, XPressGuards conducted tailored security assessments, identifying high-traffic areas and vulnerabilities within each store. Off-duty officers were strategically positioned in these critical locations, serving as a visible deterrent to potential shoplifters. Their presence instilled confidence among customers and staff while allowing for immediate responses to suspicious behaviour.

In addition to security duties, off-duty officers were encouraged to adopt a customer service-oriented approach, fostering positive interactions with shoppers. This balance between security and customer engagement proved crucial in creating a welcoming environment.

Outcome

The integration of off-duty police officers led to a significant decline in shoplifting and disruptive behaviour, resulting in a safer shopping environment. Customers reported feeling more secure, contributing to higher levels of customer engagement and increased sales. Employees also felt supported, enhancing their morale and allowing them to focus on customer service.

The success of this strategy resulted in a long-term partnership between the retail chain and XPressGuards, highlighting the effectiveness of utilizing off-duty police in retail security. This case study illustrates how such collaborations can significantly enhance security measures while promoting a positive shopping experience, offering a valuable model for other retailers facing similar challenges.

Case Study 2: Event Security Amplification

Challenge

At a widely anticipated public event, there were growing concerns regarding crowd management, potential security threats, and ensuring the safety of all attendees. The event's large size and diverse audience presented unique challenges that made conventional security measures inadequate. To address these issues effectively, a more comprehensive security strategy was essential.

Solution

In response to these challenges, XPressGuards partnered with local law enforcement to integrate off-duty police officers into the event's security framework. These officers were strategically positioned at key locations, such as main entrances, VIP sections, and other high-traffic areas, allowing them to maintain a visible presence throughout the venue. Their expertise in crowd control, threat assessment, and emergency response significantly strengthened the existing security measures. Additionally, their awareness of local law enforcement practices ensured efficient communication and coordination throughout the event.

Outcome

During the event, the involvement of off-duty police officers proved crucial in maintaining order and effectively managing crowd dynamics. The officers' ability to rapidly respond to unanticipated incidents contributed to a more secure and enjoyable experience for everyone attending the event. A significant number of participants shared that they felt more secure, crediting the visible law enforcement presence at the event. Event coordinators praised the smooth collaboration between law enforcement and XPressGuards, noting that the partnership not only enhanced security but also fostered a sense of community among attendees. The success of this approach set a benchmark for future high-profile events, leading to the establishment of ongoing collaborations that prioritize public safety and enhance overall event experiences.

Case Study 3: Corporate Campus Security Reinforcement

Challenge

A corporate campus was facing considerable security issues, including unauthorized access, property damage, and occasional workplace disturbances. These issues not only posed a risk to employee safety but also threatened the overall productivity and morale of the workforce. Understanding the importance of providing a secure environment for staff and guests, it became clear that the existing security protocols were lacking and needed improvement.

Solution

To effectively address security challenges, XPressGuards partnered with local police agencies to integrate off-duty police officers into the corporate campus security team. This collaboration involved selecting well-trained officers familiar with law enforcement protocols and community engagement.

The officers were strategically placed at key access points and maintained close coordination with on-duty security personnel for seamless communication and response. Their regular patrols not only deterred potential threats but also provided a reassuring law enforcement presence for employees.

Outcome

The integration of off-duty police officers led to a significant reduction in unauthorized entries and workplace disturbances. Employees experienced an increased sense of safety, which contributed to a more positive work environment. This proactive approach not only addressed immediate security concerns but also built trust among employees.

Evaluation question

How can improving web accessibility benefit a small business's SEO?

A) By reducing website traffic.

B) By making content harder to find.

C) By helping search engines index content better.

3.Lesson 2: Identifying Barriers and Challenges

Introduction

Diversity in the workplace has become the norm as businesses hire more and more talent from across the world. Although HR departments play a major role in diversity programmes, many businesses still struggle to break down barriers related to diversity. Despite these difficulties, there are significant advantages. Diversity can really benefit a company by increasing the pool of skilled workers, encouraging different viewpoints, and increasing income, but managing a diverse staff can be challenging without the right planning.

As we explore the topics within this unit, we'll gain insights into the challenges of workplace diversity and work around ways to mitigate them and utilise them for the improvement of the workplace.

Figure 3.1. Inclusive workplace, Positive Hire

3.1 Understanding diverse barriers faced by workers

Implementing diversity in the workforce may appear straightforward when observing other organisations prospering and reaping the benefits of diversity. However, the preparatory work involved in assembling a diverse workforce is often overlooked. It is common to encounter difficulties during the implementation process. Diversity is a valuable initiative, similar to any new idea that may eventually gain acceptance, provided that the issues are addressed and appropriate actions are taken to resolve them. Diversity can be implemented in many different ways, and there isn't just one diversity plan that should be followed at all times.

Everybody will have a different perspective on diversity and how it should be functioning. It is always the goal of senior decision-makers to implement diversity in a way that is practical and acceptable to most employees.

When it comes to implementing diversity and coming up with practical ways to foster organisational diversity, top management plays a crucial role. To improve employee engagement and lower employee turnover, senior executives and managers should set aside quality time to talk about these issues and foster a more diverse and inclusive workplace. They should fulfil their obligation to develop diverse workforce plans and put inclusive policies into place while maintaining standards for team member performance and quality of work.

3.2 Uncommunicated barriers and their effects

On diverse teams, communication problems can happen for several different reasons. There can be hearing-impaired team members, language barriers, or different communication preferences or styles. It's important to deal with these issues before they become major. A more international workplace means more employees speaking multiple languages. Even with bilingual staff to help with language barriers, team member communication can still take some time to understand. Despite having great ability and knowledge, many potential employees may have studied the material in their native tongue. Even though it's widely used, many people do not speak English as their first language.

Poor communication due to language barriers might also result in misunderstandings and problems. Insufficient understanding of job-related duties and directives might impair a team's ability to work efficiently and productively. When planning for diversity programs, an organisation should establish strict standards for inter-employee communication. Employee inappropriate behaviour or control over others should not be justified by ageism or gender discrimination. Mainly, it could be difficult for others to comprehend employees when they speak in their native tongue. Slang terms or a specific language used might create inequality and exclude people who don't speak it well.

For instance, when they don't speak politely or use sexist words and offensive concepts male and female employees may have communication problems. It could cause miscommunications and lead into verbal assaults. Older generations can treat younger personnel disrespectfully on occasion. These kinds of communication problems can happen at any time. Workers who maintain friendships with current coworkers may experience conflicts outside of the workplace that could impact their careers.
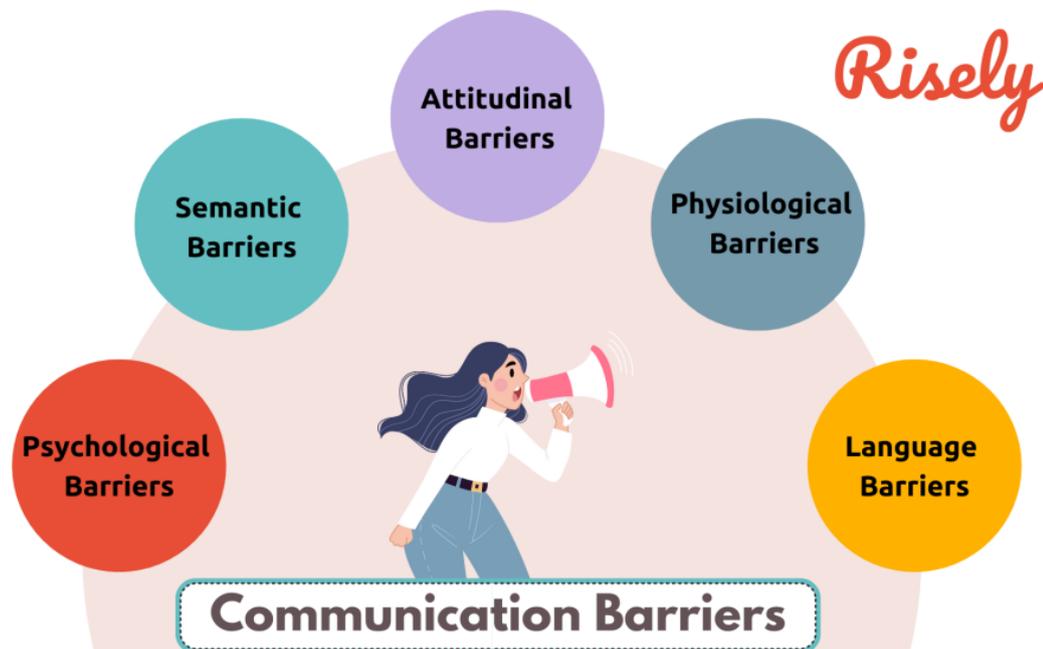
Figure 3.2. 5 Barriers to Effective Communication at Work and How to Overcome Them,
Sharma, S. (2023, July 28)

How to break down obstacles to communication through various inclusion efforts:

Use common language - Make sure that employees—whether they are Hispanic, Black, or any other employee group in your company -- use a common language while speaking with superiors and peers. Employees should be taught suitable workplace communication techniques and policies to prevent misunderstandings.

Employers should train managers to be bilingual or hire bilingual staff - Having staff with advanced skills and talents is one way that bilingualism greatly boosts competitive advantage, especially if the organisation is focused on expanding worldwide.

Allow time to adjust new hires - The management must allow your new hires the time and assistance they need to adjust. Give the seasoned new hires some time to get used to their new surroundings before assuming that they would adhere to every rule exactly.

Encourage employees who are unsure or have questions to ask - They must realise that asking for help is preferable to making mistakes when handling important duties. They won't know how to handle the daily responsibilities if they are afraid to inquire, which could be harmful.

3.3 Technological barriers and their implications

The speed of business and production has accelerated dramatically as a result of technology's impact on work in both manufacturing and communication. Employee efficiency has increased thanks to the use of technology in the workplace. What took hours to do now only takes minutes. Instant messaging is available to clients and coworkers worldwide. Proposals and payments can be exchanged nearly instantly. Like anything else, technology can have disadvantages if not used properly. An excess of something inflexible eliminates flexibility, which could limit productivity by preventing modifications, pivots, or upgrades.

Upgrades: It is a common experience—when a system receives an upgrade, something breaks, and work must be put on hold until the issue is resolved. Alternatively, a pending upgrade may require scheduling, leaving employees unable to work until the update is completed.

Dependency: A single glitch causing a system-wide blackout is a nightmarish scenario, yet entirely possible if there is over-reliance on one piece of technology. A system crash can halt business operations, leading to a loss of productivity. In the worst-case scenario, finding a new system to replace the failed one consumes even more time and costs.

Relationships: While technology aims to eliminate communication silos, it can also have the opposite effect. Excessive reliance on texts or emails can make employees more averse to face-to-face communication, leading to further communication breakdowns that can slow or even halt business productivity.

How to Increase Productivity in a Company

To boost productivity, it's crucial to empower front-line employees with the tools they need for efficient performance. When employees are given the autonomy to address customer concerns independently, it allows managers and supervisors to shift their focus to more critical aspects like planning and training. On the other hand, imposing a strict, uniform schedule across all employees can adversely affect morale and hinder productivity. Providing adaptable working hours has the potential to raise productivity, strengthen loyalty, and motivate employees to work harder. According to a 2010 IBM study referenced by the *Telegraph*, employees who enjoy the flexibility to work from home generally log more hours and experience lower stress levels compared to their office-bound peers.

Moreover, while the internet is an indispensable resource for business, it can also sap productivity if not managed properly. Unrestricted internet access may lead to employees spending excessive time on social media or shopping sites rather than focusing on their tasks. Implementing management strategies to limit these distractions is essential, and blocking access to non-work-related websites can also be an effective solution. In addition, making use of contemporary communication platforms plays an essential role in boosting productivity. With employees proficient in various communication methods—ranging from text messaging to online chats—providing the right tools can significantly improve workplace interactions. Implementing a user-friendly instant messaging system can facilitate efficient communication,

minimizing wasted time. In addition, using email calendar functions can simplify the scheduling process, helping to create a more productive workplace and lower business expenses.

Evaluation question

Which of the following is NOT a reason for communication problems in diverse teams?

A) Language barriers

B) Different communication preferences or styles

C) Similar cultural backgrounds

4. Lesson 3: Implementing Inclusive Design Principles

4.1 Introduction to inclusive design principles

In our interconnected and diverse world, inclusive design is no longer optional. Making products and services usable by everyone, regardless of ability, is both a moral duty and a strategic advantage. Ignoring beneficial principles for inclusive design could unintentionally result in products that discriminate against particular user groups. Therefore, it can potentially prevent chances for corporate expansion. 40.6% of Europeans will be 55 years of age or older by 2050, according to population predictions. Therefore, designing products with the 18–35 age range in mind will leave out a significant percentage of the population and result in numerous chances being lost.

The goal of inclusive design, sometimes referred to as universal design, is to create a barrier-free environment. It guarantees that all goods, settings, and systems are usable and accessible to all people, irrespective of their background, age, or ability. This makes it possible for everyone to engage in daily life freely and with dignity. Inclusive design goes beyond just accessibility for people with disabilities. It's a powerful approach that benefits everyone. By considering diverse needs and perspectives from the start, designers can create products and services that are more adaptable, user-friendly, and intuitive for all.

Figure 4.1. The principles of inclusive design, Levanier, J. (2021, June 8)

Key elements of Inclusive Design Practices

The term "accessibility" describes how goods, equipment, services, or surroundings are made so that individuals with impairments can utilize them. Designing for accessibility is a crucial component of designing for inclusion, even though inclusive design goes beyond issues with accessibility. To ensure that websites don't inadvertently exclude users based on their abilities, several widely recognized standards and principles can be followed.

One key aspect of inclusive design is self-awareness. Designers must recognize their own biases and actively work to prevent them from shaping user experiences in limiting ways. This requires reflection, unconscious bias training, and bringing in diverse perspectives to better inform design decisions. A user-centred approach is essential—by understanding the specific challenges and expectations that users encounter, designers can craft solutions that accommodate a wider range of experiences.

Transparency and clear communication are also essential. Users should be able to easily understand and navigate a product, whether through simplified language, guided onboarding, or avoiding confusing or manipulative design choices. Taking a holistic perspective is also essential, integrating accessibility throughout the entire product lifecycle—from the early concept phases to post-launch improvements. This process should be dynamic, with updates based on user feedback and evolving accessibility standards.

Designers must also consider the broader implications of their product, understanding how it may affect different groups. This requires evaluating potential limitations and taking ethical steps to mitigate any unintended consequences. A diverse design team is central to this effort. Incorporating various backgrounds and abilities enhances the inclusivity of the product, leading to more thoughtful and comprehensive designs. Engaging in open dialogue with diverse stakeholders beyond the core team also helps reduce the risk of "designing in a bubble" and ensures the product serves as many people as possible.

While it may be impractical to address every user's needs right away, making thoughtful, deliberate design choices is essential, ensuring that inclusivity evolves with future iterations. Prioritizing the majority's needs while leaving room for future iterations can ultimately expand the product's accessibility and inclusivity.

By following these principles, designers can create user experiences that are accessible, usable, and cater to a broader range of individuals.

Figure 4.2. How to create an accessible workplace for people with disabilities, Office Reality (2021, June 1)

4.2 Practical strategies for incorporating inclusivity into business practices

Every company has a responsibility to create a work environment that's welcoming and fair for everyone, regardless of background. This means fostering diversity and inclusion (D&I) for all employees, respecting differences in age, race, gender identity, and more. The benefits of an inclusive workplace are clear. Companies that prioritise D&I tend to see lower employee turnover, higher productivity and innovation, access to a wider talent pool, and a stronger reputation.

So, the question remains: *How can companies create a more inclusive and diverse work environment?*

1. **Minimising unconscious Bias**

All people have unconscious prejudices. People who carry unconscious biases do so because they are unaware of their presumptions and views. These prejudices frequently result from an individual's upbringing, experiences, background, and societal and cultural preconceptions. Unintentional prejudices may result in unfair treatment or even discrimination against other people. It's critical to recognise one's own prejudices as well as the behaviours that support them in order to reduce unconscious biases and the detrimental consequences they have on the workplace. Businesses can combat bias by offering training, promoting self-reflection and

documentation of biassed incidents by staff members, and guaranteeing hiring procedures are transparent.

2. Acknowledging religious, cultural, and awareness festivals

Recognizing and acknowledging the diverse holidays and festivities of other cultures and religions can promote inclusivity within a company. This awareness can foster appreciation for diversity among employees. To ensure everyone remembers key cultural and religious holidays when scheduling deadlines and meetings, companies can record all major holidays on work calendars. Tools like Microsoft Office 365 can even automate this process.

3. Writing Inclusive Job Ads

Writing job ads might seem straightforward when an employer knows what qualities they are looking for in a candidate. However, job ads can unintentionally include language that excludes certain protected characteristics, such as age, gender, or disability, often due to unconscious bias. Seemingly harmless terms, like gendered pronouns or phrases suggesting a role is suitable for a young or older person, can be non-inclusive and potentially illegal. To ensure job ads are inclusive, employers should consider having someone else review them or using a recruitment agency to help identify and remove biassed language before posting.

Figure 4.3. Barriers to Workplace Inclusion Infographic, CCDI Consulting

4.3 Real-world examples of successful implementation

Slack: Offering a Real Worldview of Their Customers

Slack is one of the most popular workforce productivity apps globally, with an estimated 32.3 million daily active users. Recognizing the diversity of its user base, Slack's branding prominently features individuals of various ages, ethnicities, and abilities. In its publicly accessible brand guidelines, Slack emphasizes that illustrations depicting people of all ages, shapes, and sizes add humanity and demonstrate collaboration and teamwork. This approach provides a realistic representation of their diverse customer base. Slack actively promotes inclusivity within its workplace. The company has established mentorship programs aimed at supporting employees with disabilities, thereby fostering a sense of community and belonging. Slack also emphasizes accessibility in its recruitment processes, ensuring that job applications and online documents are compatible with assistive technologies. Through its commitment to diversity and inclusion, Slack improves its brand identity and elevates user experience, creating a platform that is inclusive and accessible to everyone.

Fenty: Foundation for All

Fenty Beauty became one of the world's most successful makeup brands by prioritizing inclusivity in its product design. Founder Rihanna, in an interview with *TIME*, emphasized the importance of ensuring "every woman felt included in this brand." Initially, the company offered 40 different shades of foundation. Following user research, Fenty expanded its range by adding another 10 shades to better accommodate a wider variety of skin tones. This commitment to diversity not only filled a significant gap in the beauty industry but also resonated with consumers, leading to strong sales and widespread acclaim. The brand's approach has challenged traditional beauty standards, encouraging competitors to broaden their offerings as well. Fenty Beauty's impact extends beyond product availability; it has sparked conversations around representation in beauty, solidifying Rihanna's vision of inclusivity as a driving force in the industry.

Uber: Safety settings for drivers

Uber has implemented a function that enables women and non-binary drivers to accept pick-up requests exclusively from other women, in recognition of the risks that women and non-binary people can encounter when travelling, particularly when travelling alone. This feature is in response to many reports of sexual assault involving both drivers and riders; 89% of the reports were made by women or people who identify as female, and 9% by males or people who identify as male. Uber aims to lower risks for women and non-binary driver-partners, who are already at a higher risk because of their gender identification, by giving them more discretion over the trips they accept. By introducing this feature, Uber not only seeks to empower its driver-partners but also to promote a safer experience for all users on its platform. In addition to this feature, Uber has rolled out several other safety measures, such as in-app emergency features, which allow users to quickly access support or contact authorities if needed. The company also encourages drivers to share trip details with trusted contacts, enhancing transparency and safety during rides. By taking these steps, Uber aims to

foster a more secure environment and build trust among its diverse user base, ensuring that everyone can travel with peace of mind.

Evaluation question

Which of the following is a key element of inclusive design practices?

A) Avoid integrating accessibility throughout the entire product lifecycle.

B) Self-awareness, recognizing biases, and incorporating diverse perspectives are essential for inclusive design.

C) Focus only on simplified language and guided onboarding for transparency.

5. Lesson 4: Accommodating Employees with Disabilities

Introduction

Businesses that understand how important it is to hire and retain people with disabilities are aware of what it takes to create an inclusive and accommodating working culture. But not all businesses know exactly what it takes to be inclusive and flexible in order to hire skilled people with impairments. Offering flexible work hours, remote or hybrid work arrangements, and specialised equipment may seem like common sense, but there are other options as well, and tools are available to assist companies in providing their workforce with the support they need.

5.1 Legal requirements and compliance obligations

Federal and state laws exist to protect individuals with disabilities from employment discrimination. These laws strive to eliminate obstacles, ensure equal access, and foster a fair workplace environment. **The European Accessibility Act 2025 (EAA)** is a groundbreaking directive set to revolutionise business operations, innovation, and consumer engagement. For many enterprise-level companies with digital services, understanding the EAA should ideally go beyond mere compliance and be viewed as a chance to broaden market reach and enhance brand inclusivity. It's time to recognize accessibility not as a burden, but as a growth and inclusivity opportunity. For example, reasonable accommodation may include:

Web accessibility

Businesses with a digital presence must ensure their websites comply with the Web Content Accessibility Guidelines (WCAG). It's essential to make the digital storefront accessible to all users. Ecommerce websites need to follow accessibility guidelines to provide a seamless user experience from the visual design to the technical build. Best practices for accessibility should be implemented to allow pages to be navigable without a mouse and with voice-over functionality.

Service accessibility

The Act mandates that services such as online banking or transport must be accessible, including apps and other digital platforms used to access these services. For example, online banking services must ensure their mobile apps are navigable via screen readers and voice commands. Features like transferring money or checking account balances should be fully accessible.

Staff training

Teams should be educated on web accessibility best practices, making this training an integral part of the business culture rather than a one-time event. For example, retail staff should be trained to assist customers with disabilities in using accessible features. If there is a self-service kiosk in a fashion retail store, staff should know how to guide a visually impaired customer through the audio-assisted options.

It is illegal to:

- Ask an applicant if they have a disability or inquire about the nature or severity of a disability.
- Require an applicant to take a medical examination before extending a job offer.

However, employers are allowed to ask questions about the applicant's ability to perform job-related functions, provided these questions are not framed in terms of a disability. Employers can also request applicants to describe or demonstrate how they will perform job-related functions, with or without reasonable accommodation.

5.2 Best practices for accommodating employees with disabilities

Reasonable accommodation refers to modifications or adjustments made in a workplace to ensure that qualified applicants or employees with disabilities can effectively participate in the job application process, carry out essential job functions, and enjoy the same employment benefits and privileges as employees without disabilities. This philosophy is based on a commitment to promoting equality and inclusion within the workforce, helping individuals with disabilities to succeed and achieve their aspirations.

There are numerous examples of reasonable accommodation, each tailored to meet the unique needs of the individual. For instance, making accommodations might involve securing or adjusting equipment to include assistive technologies, such as screen readers designed for visually impaired workers or flexible workstations for those who have mobility constraints. Job restructuring might involve reorganizing responsibilities to allow employees to concentrate on their strengths while reducing the tasks that pose challenges for them.

Flexible work schedules are another critical form of reasonable accommodation, allowing employees to adjust their hours or work part-time to accommodate medical needs or personal circumstances. Another important alternative is the reassignment to a vacant position, which ensures that employees unable to continue in their previous roles have the chance to find new opportunities within the company.

In addition, making necessary adjustments to training materials, exams, or workplace policies is vital for ensuring equal access to professional development. Providing readers, interpreters, or other assistive services ensures effective communication for employees who are deaf or hard of hearing, fostering an inclusive work environment.

It is crucial to remember that reasonable accommodations extend beyond the workplace itself. They must also support individuals with disabilities during the job application process, providing necessary adjustments to interviews and assessments to ensure equal opportunity. When organizations put reasonable accommodations into practice, they fulfil legal requirements and create a supportive culture of diversity and inclusion, leading to improved employee morale and productivity.

5.3 Creating an inclusive workplace culture

It is important to recognize that disabilities can manifest in both visible and invisible forms, impacting a significant portion of the workforce. For example, visible disabilities, such as the use of wheelchairs or hearing aids, are readily apparent to others, making it easier to identify the specific accommodations needed. In contrast, invisible disabilities like chronic pain, depression, or anxiety may not be immediately obvious, often leading to misunderstandings or a lack of support.

To foster an inclusive environment that actively supports the hiring and retention of employees with disabilities, companies can integrate disability inclusion into their core mission. This commitment should be reflected in the organization's values and practices, demonstrating a genuine effort to embrace diversity in all its forms. Establishing mentorship programs specifically designed for employees with disabilities can help build community, provide support networks, and empower individuals to share their experiences and challenges in a safe environment.

Implementing mandatory training programs for all staff is crucial. These programs can educate employees about the various types of disabilities, promote empathy, and help reduce bias against disabilities in the workplace. Such initiatives can lead to a more understanding and cohesive work environment. Gathering feedback from both individuals with disabilities and the broader workforce regarding current accommodations and inclusion initiatives is essential for ongoing improvement and demonstrates a commitment to listening and adapting to the needs of all employees.

When all employees are informed about the accommodations and resources that exist, it can greatly improve the support system within the organization. Encouraging open dialogue about disabilities through regular discussions, workshops, or forums will help dispel misconceptions and promote understanding among employees, leading to a more supportive workplace culture.

Integrating accessibility into the recruitment process is vital for creating an inclusive environment from the outset. This can be achieved by making job applications and online documents compatible with assistive technologies, ensuring that all candidates can access and navigate the application process without barriers. By prioritizing these efforts, companies not only comply with legal obligations but also build a more diverse, equitable, and innovative workforce, ultimately benefiting the organization as a whole.

Figure 5.1. The Power of Inclusive Design in Creating Accessible User Experience, Alattas, W. (2023, July 20)

Evaluation question

What is an essential strategy for minimising unconscious bias in the workplace?

A) Reducing employee interaction

B) Enforcing uniform behaviour standards

C) Providing bias training and promoting self-reflection

6. Lesson 5: Accessible Communication and Technology Solutions

Introduction

Accessible Information and Communication Technology (ICT) refers to technology designed to be usable by individuals with diverse abilities and disabilities. It follows the principles of universal design, allowing each person to interact with the technology in the way that suits them best. Accessible technology can either be directly usable without the need for assistive technology or it can work seamlessly with standard assistive technology. Similar to how buildings equipped with ramps and elevators are accessible to wheelchair users, products that follow accessible design principles are usable by people with various abilities and disabilities.

6.1 Importance of accessible communication methods

Promoting access and inclusion in the workplace requires making sure that all forms of communication are inclusive and accessible. If this isn't done, those with impairments will find it difficult to participate. Ensuring that messages and information fulfil the communication needs of all members of the community, including staff members and consumers, allows them to access, comprehend, and interact with the given information is a crucial aspect of inclusive and accessible communication. Individuals with physical, sensory, or intellectual disabilities may use various technologies to communicate:

- People who are blind or have low vision may use screen-reader software that verbally reads out what is on the computer screen.
- People who cannot type may use voice-activated dictation software or other assistive technologies to input information on the computer.

It's also essential to write communications in an "Easy Read" format because it improves accessibility and comprehension of text for non-native English speakers as well as helps those with a range of disabilities.

Finding out about the wants and expectations of employees in terms of communication is the first and most efficient step toward guaranteeing that an organisation's communication is inclusive and accessible. This makes it easier to comprehend their unique requirements and permits any necessary modifications. These modifications could involve avoiding platforms that demand additional software downloads and utilising inclusive and accessible programmes and communication channels instead. As every person is different, so are their needs and experiences, therefore it's important to avoid assuming anything about how they prefer to communicate. Fostering an atmosphere of open communication between employers and employees improves the calibre and efficiency of the workplace by building strong, trustworthy connections. It's also critical to ask for input and follow up with staff members

and clients on a frequent basis to address any problems or worries regarding communication requirements.

6.2 Overview of accessible technology solutions

The integration of assistive technology solutions plays a crucial role in establishing an accessible and inclusive educational environment for students. Accessibility entails enabling individuals to access any environment, service, or product regardless of their disabilities or specific needs. Similar to the expectation for buildings to have wheelchair ramps, elevators, and braille signage, remote learning technologies should offer similar accommodations. Whether it pertains to software or hardware, all remote learning technology must be designed to be inclusive and accessible to all individuals.
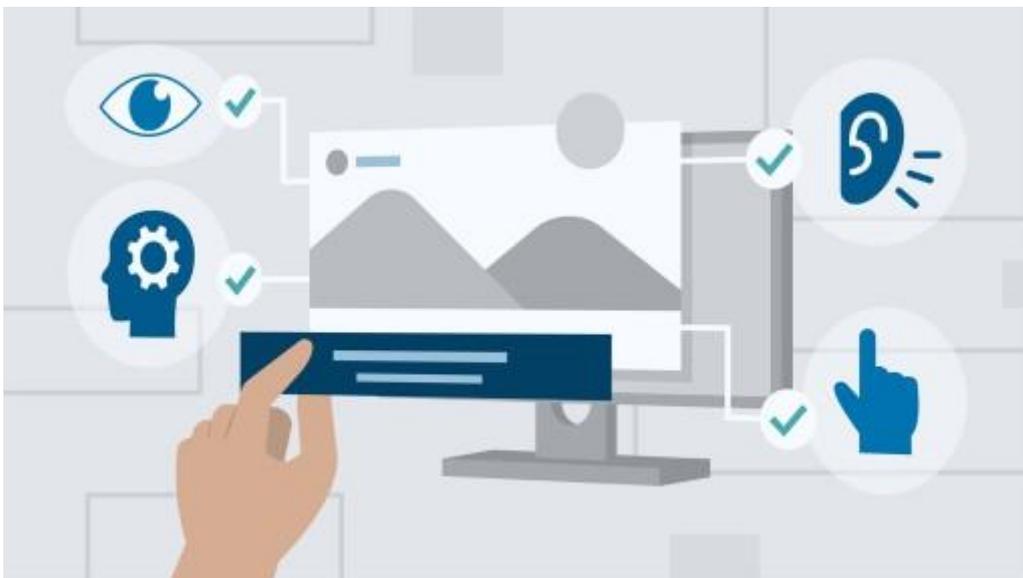
Figure 6.1. Accessibility for Web Design, Featherstone, D. (2011, January 11)

Types of Disabilities:

Visual Impairment refers to a reduced ability to see, beyond what can be corrected by glasses or medication. Other terms used to describe individuals with visual impairments include partial vision, low vision, legally blind, and totally blind. Common assistive technology solutions utilised for visual disabilities include:

- Screen readers
- Text-to-speech software
- Braille displays
- Magnification tools
- Dictation software

- Optical Character Recognition

Hearing Disability denotes any level of hearing loss, whether mild or severe. Other terms for individuals with hearing loss include deaf, deafened, hard of hearing, and hearing impaired. Assistive technology solutions commonly used for hearing disabilities include:

- Hearing aids
- Captioning services
- Speech-to-text synthesisers
- FM systems

Motor/Mobility Disability involves the partial or complete loss of function in a body part, resulting in muscle weakness, limited stamina, lack of muscle control, or paralysis. Common assistive technology solutions for motor or mobility disabilities include:

- Voice recognition software
- Accessible keyboards and mice (as well as alternatives)
- Mouth sticks
- Hand wands
- Eye tracking (or eye gaze tracking)

Learning Disability refers to challenges in mental functioning, thinking, and reasoning. Assistive technology solutions frequently used for learning disabilities include:

- Text-to-speech tools
- Speech-to-text software
- Word prediction programs
- Graphic organisers

Speech Disorder is a communication disorder such as stuttering, impaired articulation, a language impairment, or a voice impairment that affects performance, according to the IDEA law. Common assistive technology solutions for speech disorders include:

- Speech-to-text software
- Text-to-speech tools
- Augmentative and alternative communication (AAC) devices (such as symbol communicators and screen sentence grids)

However, nowadays there are various common assistive technologies such as:

Screen reader: converts text and image content displayed on a computer screen into speech or touch (braille) format, enabling visually impaired users to access and navigate digital content. These tools are often integrated into modern computers, cellphones, and tablets, with software options such as Job Access With Speech (JAWS), NonVisual Desktop Access (NVDA), Apple VoiceOver, and Orca available for different devices and preferences.

Assistive keyboard and adaptive mouse: They are customised to cater to various disabilities and needs, such as motor and visual impairments. Keyboards designed for motor impairments may feature raised keys and shortcut functionality, while those for visual impairments include large print and high contrast keys, as well as braille indicators. Adaptive mice facilitate easier clicking, scrolling, and navigation, offering alternatives like mouth sticks, eye-controlled mice, and head-controlled mice.

Dictation Software: It assists individuals with physical and cognitive disabilities by converting spoken words into text or vice versa. These tools, commonly integrated into modern devices, include features like speech-to-text and text-to-speech functionality. Popular options include Dragon, Apple Dictation, Google Docs Voice Typing, Windows Speech Recognition, and Otter.

Video and Audio Transcription: Ensuring multimedia content accessibility is essential for engaging remote learning experiences. Compliance standards typically require text alternatives such as subtitles, captions, and transcripts for video and audio content. Subtitles convey spoken dialogue, captions encompass speech and non-speech elements, while transcripts provide textual versions of spoken audio, including visual information. Widely used software for captioning and subtitling includes YouTube, Subtitle Horse, and Amara.

6.3 Practical demonstrations and applications

Voice Control

Voice Control, an innovative accessibility feature offered by Apple, is accessible on both iOS and macOS devices. It empowers individuals facing motor impairments or restricted physical dexterity to operate their Apple devices solely using voice commands. Unlike conventional voice assistants, this feature offers extensive control over the entire operating system and diverse applications, offering indispensable assistance to those with disabilities aiming for a more inclusive and self-reliant user interface.

Be My Eyes

The Danish startup "Be My Eyes" has been committed to advancing technology for the visually impaired, a community comprising over 250 million individuals who are blind or have low vision. With the advent of GPT-4, the company is currently developing a GPT-4 powered Virtual Volunteer to integrate into their app. This virtual volunteer seeks to provide equivalent context and comprehension as a human volunteer, utilising the visual input capabilities of GPT-4 to enhance assistance for the visually impaired community.

Seeing AI

Seeing AI is a cutting-edge mobile application created by Microsoft for iOS devices, specifically designed to aid individuals with visual impairments. Leveraging the potential of artificial intelligence and computer vision, the app offers immediate support to users by helping them comprehend their surroundings in real-time. It includes features like text recognition, allowing

users to have printed text read aloud, which is invaluable for understanding documents, books, and signs.

Another notable aspect of Seeing AI is its face recognition capability, which provides information about people nearby, including their emotions and estimated ages. This feature enhances social interactions by helping users navigate various situations with greater ease. Microsoft's commitment to accessibility and inclusivity is evident in the development of Seeing AI, which is part of a broader initiative to create assistive technologies that empower individuals with disabilities. The app continues to evolve through user feedback, ensuring it remains a valuable tool for those with visual impairments.

Google TalkBack

Google TalkBack is a component of Google's Android Accessibility Suite, a comprehensive set of accessibility features and services aimed at enhancing the inclusivity and accessibility of Android devices for users with various disabilities. TalkBack, a screen reader, audibly communicates feedback to individuals with visual impairments by reading aloud on-screen text, buttons, icons, and other elements. This functionality facilitates navigation of devices, interaction with applications, and access to information. Additionally, TalkBack includes a Braille feature that integrates with external braille devices, enabling blind users to navigate the interface using braille input and output.

Google Live Transcribe

Google Live Transcribe is developed to aid individuals with hearing impairments by offering immediate speech-to-text transcription. Using the device's microphone, the app captures spoken words and promptly transforms them into written text displayed on the screen. This functionality enables users to read and follow conversations or speeches as they occur in real-time.

Evaluation question

Which of the following is NOT an example of reasonable accommodation?

A) Job restructuring

B) Refusal to provide necessary equipment

C) Part-time work schedules

7. Conclusion

In conclusion, accessibility and inclusion are not only ethical imperatives but also strategic advantages for small businesses. Throughout this course, we have explored the multifaceted impact of accessibility on various aspects of a business and the well-being of its employees.

The overarching theme of this course is that accessibility and inclusion are fundamental to the success and sustainability of any business. By prioritising these values, businesses not only comply with legal standards but also unlock the potential of a diverse workforce. This, in turn, leads to increased innovation, employee satisfaction, and customer loyalty.

Incorporating accessibility and inclusion into the core of business operations is not a one-time effort but an ongoing commitment. As we move forward, it is essential to continuously evaluate and improve our practices to ensure that we create environments where everyone has the opportunity to thrive.

By focusing on accessibility and inclusion, small businesses can not only meet ethical and legal obligations but also achieve significant competitive advantages. This course has provided the knowledge, tools, and inspiration needed to make accessibility a cornerstone of business success.

8. Additional Material

Article/Video	Name	Link
Article	Why is Web Accessibility Important for Your Small Business Website?	https://www.score.org/resource/blog-post/why-web-accessibility-important-your-small-business-website
Article	Identifying potential Barriers and Challenges	https://www.freedomgpt.com/wiki/identifying-potential-barriers-or-challenges#
Article	Inclusive Design Principles: Creating Accessible Products and Services for All	https://medium.com/@ameliavitory/inclusive-design-principles-creating-accessible-products-and-services-for-all-a6f971e4955c
Article	How Assistive Technology can aid Communication	https://reciteme.com/news/assistive-technology-for-communication/
Video	Make Your Small Business More Accessible	https://www.youtube.com/watch?v=Bx-zq3Mz-mM
Video	Make Technology Work for Everyone: introducing digital accessibility	https://www.youtube.com/watch?v=8Ik_LHmZx8Y

9. Quiz

1. What is one key benefit of accessibility in small business settings?

A) Increased operational costs

B) Enhanced employee well-being

C) Decreased customer satisfaction

2. What is meant by 'Operable' in terms of business accessibility?

A) The ease with which customers can navigate business spaces.

B) The physical size of the business location.

C) The company's ability to operate efficiently.

3. Which of the following is a common barrier faced by workers that businesses need to address?

A) Limited parking spaces

B) High turnover rates

C) Technological barriers

4. Why is it important for senior executives and managers to address diversity issues?

A) To reduce company expenses

B) To simplify the recruitment process

C) To improve employee engagement and lower turnover

5. What is the primary goal of inclusive design principles?

A) To prioritise aesthetics over functionality

B) To create products and environments that can be used by all people

C) To reduce costs in product development

6. How can inclusive design teams avoid designing in a bubble?

A) By sharing design work with diverse stakeholders beyond the immediate design team

B) By focusing solely on internal team feedback

C) By limiting input to senior management

7. Why is it important to accommodate employees with disabilities?

A) To enhance workplace diversity and retain talent

B) To avoid lawsuits

C) To minimize training requirements

8. Which of the following is NOT a requirement under the law regarding disability inquiries during the hiring process?

A) Asking about an applicant's ability to perform job-related functions

B) Requesting a medical examination before extending a job offer

C) Inquiring about the nature of an applicant's disability

9. Which of the following best describes accessible communication methods?

A) Ensuring all information is conveyed verbally

B) Utilizing clear, simple language and various communication formats

C) Relying solely on written memos

10. What is the primary function of dictation software?

A) Convert spoken words into written text

B) Convert text into spoken words

C) Generate captions for videos

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11. List of Figures