

# Competitive, integrated employment: a driver of long-term value creation

## 10 Steps for achieving competitive, integrated employment


Competitive, integrated employment is a competitive advantage. Representing a massive opportunity for businesses to access a dynamic, growing global population with trillions of dollars in income.

### Competitive, integrated employment

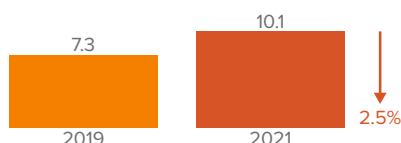
According to Return on Disability<sup>1</sup>, a data analytics firm specializing in disability data:

  
**1.85 billion**  
estimated global population of people with disabilities (PWD)

  
**3.4 billion**  
estimated population when friends and family members of people with disabilities are factored in

  
**\$13 trillion**  
spending power of the people with disabilities population and their friends and family in annual disposable income

### Attracting and retaining talent with disabilities













Unemployment rate for people with disabilities<sup>2</sup>:

- 10.1% in 2021
- Down from 12.6% in 2020
- Still higher than 7.3% in 2019

Unique contributions to organizations<sup>3</sup>

- Problem solving
- Reduced turnover
- Company culture and diversity
- Innovation

**New research from The Harkin Institute for Public Policy & Citizen Engagement and Voya Cares®** shows that companies with an environment, social and governance (ESG) strategy focused on people with disabilities can create long-term value for shareholders and stakeholders. So how can companies get to work?

<b>#1</b>	<b>Take a holistic approach to disability inclusion:</b> Look at the large disability audience as customers.	
	<b>Broaden the coalition:</b> Integrate disability inclusion into efforts to create a more diverse and inclusive workforce.	<b>#2</b>
<b>#3</b>	<b>Create more accurate measures of disability inclusion:</b> Measure integration of people with disabilities into all levels of the organization, with an ultimate goal of value creation.	
	<b>Focus on middle management:</b> Enable managers to foster an inclusive organization, making senior leadership's vision and commitments a reality through authentic action.	<b>#4</b>
<b>#5</b>	<b>Collect more relevant data:</b> Require organizations to provide more complete disability-related information via policy and regulations.	
	<b>Expand the body of work:</b> Produce more research looking at the connection between disability inclusion and long-term value creation.	<b>#6</b>
<b>#7</b>	<b>Go where the investors are:</b> Be present at conferences hosted by the investor community to ensure visibility of the disability community to investors and corporate executives.	
	<b>Consider investor actions:</b> Ask companies or asset managers questions like: "Where does disability inclusion fit into your diversity, equity, and inclusion agenda?"	<b>#8</b>
<b>#9</b>	<b>Leverage the entire value chain:</b> Collaborate with significant numbers of companies in every industry, as well as with their suppliers, to improve ESG performance throughout the entire value chain.	
	<b>Create a public-facing benchmark of disability inclusion:</b> Create a benchmark that will rank companies on their level of commitment to competitive, integrated employment, as well as the impacts and outcomes achieved.	<b>#10</b>

Now is the time to seize the moment to fundamentally alter the way the disability community engages in the global economy and deploys its value creating potential.

Go to [voya-cares.com/advocacy](https://voya-cares.com/advocacy) to learn more.

<sup>1</sup> Insights. Return on Disability. 2014.

<sup>2</sup> "Persons with a Disability: Labor Force Characteristics Summary." U.S. Bureau of Labor Statistics. Feb., 24, 2022.

<sup>3</sup> Diverse Perspectives: People with Disabilities Fulfilling Your Business Goals." Office of Disability Employment Policy.