



# The Business Case

Hiring a qualified person with a disability brings greater benefits beyond just filling an open job. There's a solid business case, too.

## REASON #1

### RETURN ON INVESTMENT

Businesses that employ people with disabilities turn social issues into business opportunities. These opportunities translate into lower costs, higher revenues and increased profits.

INCREASE REVENUES	REDUCE COSTS	ENHANCE SHAREHOLDER VALUE
<ul style="list-style-type: none"> <li>• Access new markets.</li> <li>• Improve productivity through innovative and effective ways of doing business.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce hiring and training costs.</li> <li>• Increase retention.</li> <li>• Reduce costs associated with conflict and litigation.</li> </ul>	<ul style="list-style-type: none"> <li>• Capitalize on opportunities to meet business goals</li> </ul>

## REASON #2

### MARKETING

Customers with disabilities and their families, friends and associates represent a trillion dollar market segment. They, like other market segments, purchase products and services from companies that best meet their needs. A large number of Americans also say they prefer to patronize businesses that hire people with disabilities. Increase your opportunity to gain a lasting customer base.

CAPITALIZE ON NEW MARKET OPPORTUNITIES	DEVELOP NEW PRODUCTS AND SERVICES
<ul style="list-style-type: none"> <li>• Mirror the market to attract a wider customer base.</li> <li>• Increase your market share.</li> </ul>	<ul style="list-style-type: none"> <li>• Respond to marketplace needs.</li> <li>• Lead your market.</li> <li>• Increase profitability.</li> </ul>

## REASON #3

### INNOVATION

Innovation is key to your business' success. Employees with disabilities bring unique experiences and understanding that transform a workplace and enhance products and services. As part of your team, employees with disabilities help build your business and can lead your company into the future.

WORKPLACE INNOVATION	PRODUCT & SERVICE INNOVATION	DEFINE THE FUTURE
<ul style="list-style-type: none"> <li>• Create more efficient and effective business processes.</li> <li>• Develop and implement management strategies to attract and retain qualified talent.</li> <li>• Use technology in new ways to increase productivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Stimulate new product and service development through disability-inclusive diverse teams.</li> <li>• Customize products and services to increase profitability.</li> </ul>	<ul style="list-style-type: none"> <li>• Foster the development of next-generation products and services.</li> </ul>