

OCCA

THE OFFICE OF CUSTOMER
ACCESSIBILITY

November 17, 2020

Hale Pulsifer

Customer Accessibility Lead



**Strengthening
Leadership and
Executive Support for
Accessibility**

The Thirteen Elements for Executives

1. It's all about the customer
2. Recent & future growth
3. Demystify disability and accessibility
4. Specific customer examples
5. Opportunities
6. Risks of doing nothing
7. Simple Competitive Assessment
8. Your Ask (less is more)
9. Accountability
10. Estimated financial impact
11. When in Rome
12. Minimal but impactful appendix
13. Leverage your BRG / ERG

Hook #3: Demystify Disability & Accessibility

Term	Traditional Definition	Emerging Definition
Disability	<p>“physical, mental, cognitive, or developmental condition that impairs, interferes with, or limits a person's ability to engage in certain tasks”</p> <p>Merriam Webster</p>	<p>“a complex phenomenon, reflecting the interaction between features of a person’s body and features of the society in which he or she lives”</p> <p>World Health Organization</p>
Accessibility	<p>“Capability of being reached”</p> <p>Merriam Webster</p>	<p>“Supports social inclusion for people with disabilities as well as others, such as older people, people in rural areas, and people in developing countries.”</p> <p>World Wide Web Consortium</p> <p>“Accessibility is about offering people alternatives. ...It is the combination of alternatives that is the key.”</p> <p>Axess Lab</p>



Fidelity Brokerage Services LLC, Member NYSE, [SIPC](#)
900 Salem Street, Smithfield, RI 02917

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