ACCESSIBILITY
CONFIDENT EMPLOYERS
(ACE)

ACE FALL COHORT

Leadership Brief

Building the Case for Accessibility

Why This Matters

Accessibility is both a responsibility and an opportunity. Removing barriers can help our organization attract and retain talent, improve employee and customer experiences, strengthen services and workplace practices, reduce risk, and prepare for evolving accessibility requirements.

Accessibility is not a one-time initiative or the responsibility of one person or department. Lasting change happens when accessibility becomes part of how we make decisions, allocate resources, design services, support employees, and measure progress.

What We Are Learning

We are taking a closer look at where our organization is doing well, where barriers may still exist, and where focused action could make the greatest difference.

This work is helping us identify:

- Current accessibility strengths we can build on
- Barriers or gaps that need attention
- Opportunities for practical improvements
- Actions that can be taken in the next 90 days
- Longer-term changes that may require leadership support, resources, or organizational commitment

Why Act Now?

Waiting for a perfect accessibility plan can slow meaningful progress.

We have an opportunity to start with focused, achievable actions that address real barriers, learn from what happens, and use that learning to guide longer-term change.

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Leadership support is critical to making that possible. When leaders communicate that accessibility matters, assign responsibility, provide time and resources, and review progress, accessibility is much more likely to move from intention into everyday practice.

The Risk of Inaction

Without clear leadership and follow-through, organizations can experience:

- Barriers that continue even when policies or good intentions are in place
- Difficulty attracting, supporting, and retaining employees
- Inconsistent employee, applicant, or customer experiences
- Increased legal, operational, and reputational risk
- Accessibility becoming the responsibility of one employee, committee, or department
- Feedback being collected without meaningful action
- Missed opportunities to improve services, communication, innovation, and organizational performance

What We Need From Leadership

We are not asking leadership to solve every accessibility issue at once.

Our proposed accessibility priority is:

Over the next 90 days, we propose to:

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Commitment	
Accessibility priority / 90-day action approved	☐ Yes ☐ Needs revision
Senior leader or executive sponsor	
Person responsible for leading the work	
Type of support leadership will provide E.g., time, resources, authority, or other support	
What will happen next	
When we will review progress and evidence	

From Intention to Action

Accessibility does not require us to have every answer before we begin. It requires us to identify barriers, involve the people affected, take responsible action, and learn from what happens.

Our ask is simple: help us move one meaningful accessibility priority from intention to action over the next 90 days.