Employing disabled people – Why and How

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Diversity is in our DNA

- Inspire change
- Cultural diversity
- Innovative & educational
- Stimulate debate
- Alternative views
Diversity is critical

We must have the best talent

Diversity drives creativity

We can’t afford to exclude disabled people
Changing industry perception

**ON-SCREEN**

Double the number of disabled people in 20 of our biggest shows

**OFF-SCREEN**

Progress the careers of 20 mid-level disabled people within our 20 biggest suppliers

**OUR OWN BACKYARD**

Target of 50% of apprenticeships & 30% of work experience places for disabled people
Changing public perception

#isitok
The Secret Life of 5 Year-olds  #SLO5YO
Disability & Employment
Think end-to-end

“How can we recruit more disabled people?

Attraction  Selection  On-boarding  Development

Recruitment  Retention
C4 Disability 2020 Strategy

VISION

To become a best employer in the UK for disabled people by the end of 2020

This vision will be achieved by having:

1. BEST CULTURE
   - Top down leadership
   - Stigma-free
   - Understood
   - Embraced

2. BEST CAPABILITY & ENGAGEMENT
   - Managers have skills to support and develop
   - Disabled people have confidence & tools

3. BEST INFRASTRUCTURE
   - Embedded best practice
   - Policies
   - Processes
   - Standards & guidelines
Tell us... campaign
Changing perceptions.
Championing inclusivity.