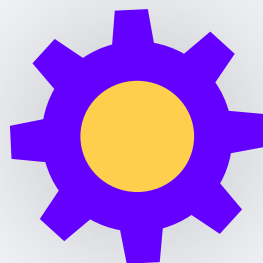
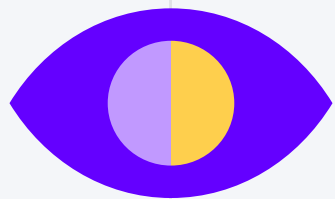


# The truth about hiring people with disabilities



The plain truth of it is this:  
hiring disabled workers  
is good for business

A 2018 study by Accenture<sup>1</sup> shows that businesses that actively seek to employ people with disabilities outperform businesses that do not. In addition:

- Their revenues were 28% higher
- Net income was two times more
- Profit margins were 30% higher
- Were twice as likely to have higher total shareholder returns



*Persons with disabilities present business and industry with unique opportunities in labor-force diversity and corporate culture, and they're a large consumer market eager to know which businesses authentically support their goals and dreams. Leading companies are accelerating disability inclusion as the next frontier of corporate social responsibility and mission-driven investing.*

Ted Kennedy, Jr.

## WHAT IS DISABILITY?

A disability is a physical or mental condition that limits a person's movements, senses or activities. These can be:

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual
- Psychological

## WHAT IS ACCESSIBILITY?

Accessibility is ensuring that buildings, workflows, tools and technologies are designed so that employees with disabilities can use them.

1. "Getting to Equal: The Disability Inclusion Advantage," Accenture, 2018.

## A MARKET WORTH TARGETING

Possibly the single biggest advantage to companies who employ disabled workers is the advantage that disabled people have when courting the disabled market.

And it's quite a market: according to the World Health Organization (WHO) and the World Bank, 15% or one billion people worldwide have some sort of disability,<sup>2</sup> with a spending power of more than \$13 trillion.<sup>3</sup>

A market bigger than China? Sure, you want to court it. Employees with disabilities can do this more effectively.

But how can you ensure that you have the tools and support that disabled employees need?

Increasingly, the answer to that question is Apple devices.



2. "World report on disability 2011," World Health Organization.

3. "The Global Economics of Disability," Return on Disability, 2020.

## APPLE: A LEADER IN ACCESSIBILITY

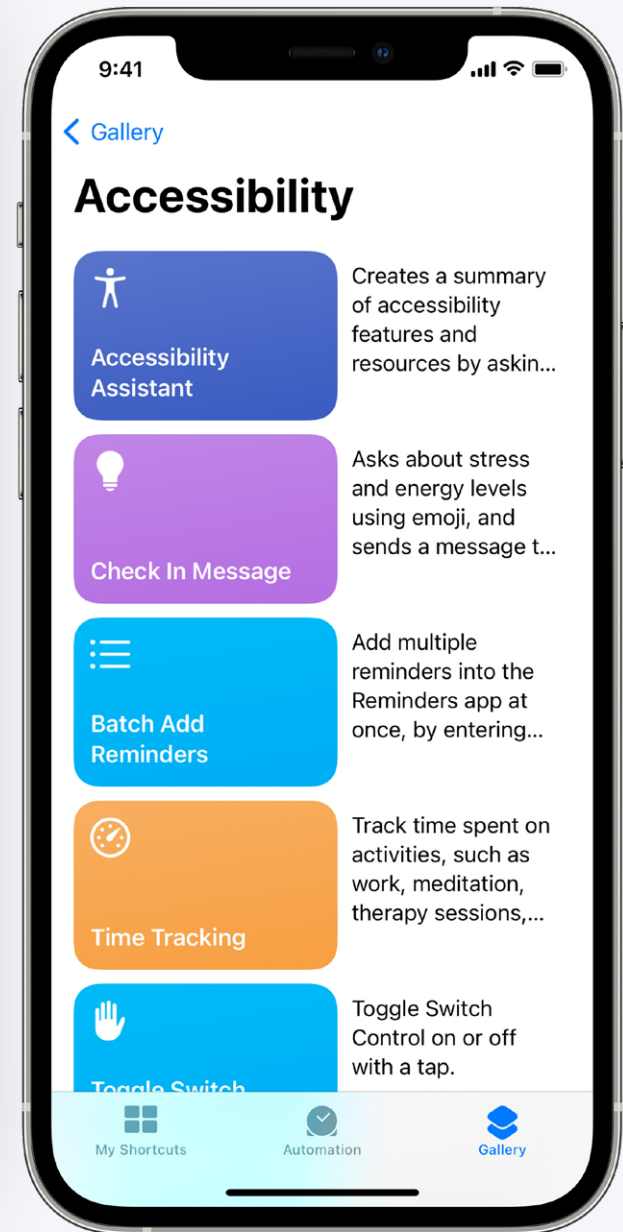
From the launch of OS X 10.2 Jaguar when Apple introduced Universal Access to today, Apple has made leaps and bounds in the area of accessibility.

According to the American Foundation for the Blind, Apple has a very strong commitment to accessibility.<sup>4</sup>

And that commitment goes straight to the top.

Tim Cook, CEO of Apple, said at a 2013 speech at Auburn University that “People with disabilities often find themselves in a struggle to have their human dignity acknowledged. They frequently are left in the shadows of technological advancements that are a source of empowerment and attainment for others. As much as Apple’s engineers push back against this unacceptable reality, they go to extraordinary lengths to make our products accessible to people with various disabilities from blindness and deafness to various muscular disorders.”<sup>5</sup>

Apple devices, which are readily available, intuitive and familiar have been used in the enterprise for a long time and, increasingly, are the preferred device by employees of all abilities.



4. *Accessworld*, June 2016, American Foundation for the Blind.

5. *Ibid.*

# SO WHAT CAN APPLE DO FOR YOUR EMPLOYEES WITH DISABILITIES?

## DEAF AND HARD-OF-HEARING PEOPLE

Deaf and hard-of-hearing employees can participate far more easily in a work environment with a few of these built-in tools from Apple:



## Mono Audio

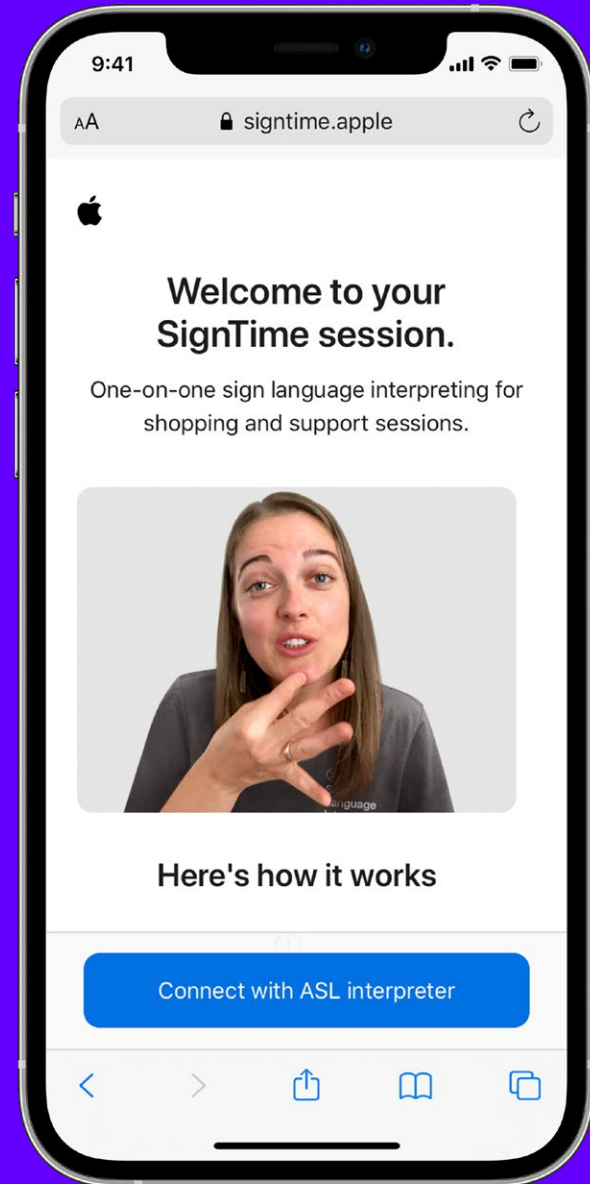
Employees who are deaf or hard of hearing in one ear may miss some of the audio contained in a stereo training or other recording. Mono Audio, available on [macOS](#) and [iOS](#), plays both audio channels in both ears, and lets users adjust the balance for greater volume in either ear.

## MFi hearing devices program

Apple is adding support for new bi-directional hearing aids. The microphones in these new hearing aids enable those who are deaf or hard of hearing to have hands-free phone and FaceTime conversations.

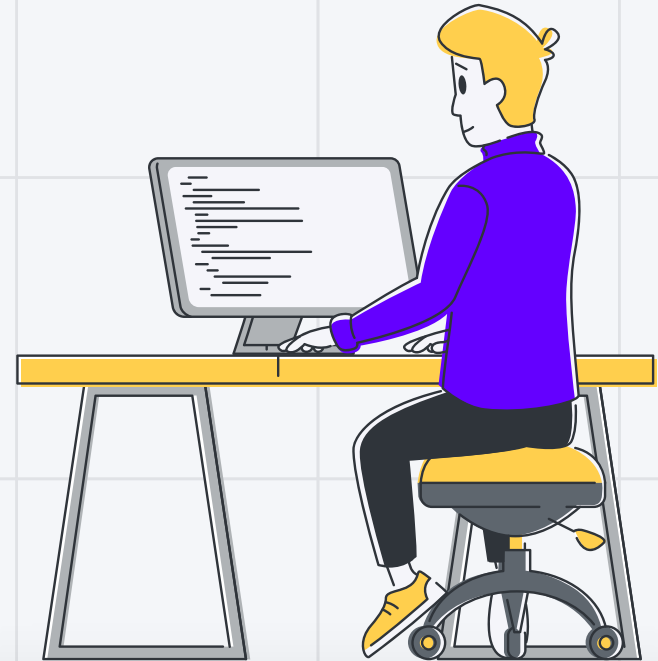
## SignTime

SignTime will link Apple Support customers with on-demand sign language interpreters when users or developers have questions or need assistance.



## PEOPLE WITH COGNITIVE DISABILITIES AND LEARNING DIFFERENCES

Employees with cognitive deficits and learning differences can be incredibly valuable to a company looking for workers who have learned how to adapt and think through problems from a different angle.



### Siri

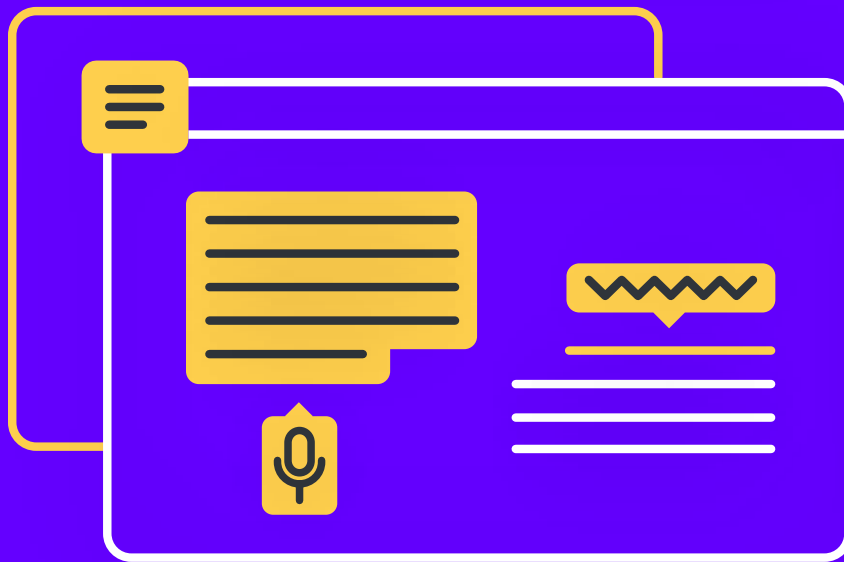
For those with executive function difficulties, Siri can assist in daily planning — just by asking. An employee can say “Remind me to go through my inbox each morning at 10.” Siri can also help those who struggle with organization by scheduling activities and setting reminders.

### Word Prediction

Workers with dyslexia or dysgraphia can improve their written communication with Word prediction on iOS. iOS suggests the correct spelling after just a few letters are typed. With Speak Auto-text enabled, users hear a sound effect and the suggested word spoken.

## Speak Selection

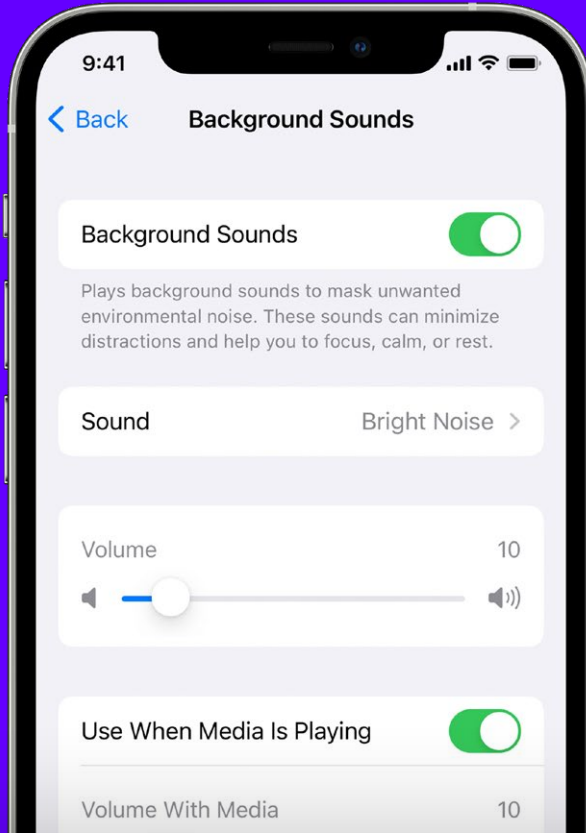
Playing aloud how a word is spoken as a user reads it can help with reading comprehension for a wide range of people. Users can choose to have words highlighted as the device speaks so they can follow along, and adjust speed and tone. Available in iOS and on macOS.



## Dictation

Dictation allows employees to compose aloud. With Dictation they can reply to an email, make a note, search the web or write a report using just their voices. Available on macOS, iOS and iPadOS.





### Background Sounds

Background Sounds, available on iOS as of mid-year 2021, helps minimize distractions and help users focus, stay calm or rest with balanced, bright or dark noise — as well as ocean, rain or stream sounds.

## THOSE WITH NEUROLOGICAL DISABILITIES AND DIFFERENCES

Employees with neurological disabilities and differences such as epilepsy or autism can find the usual office environment overwhelming or triggering. As autistic workers are especially sought-after in tech for their abilities to problem-solve and stick with issues until they are resolved, it's especially important to ensure that your employees with these issues have a supportive environment for them to do their best work.

### Safari Reader

Safari Reader reduces the visual clutter on a web page by removing ads, buttons and navigation bars and other distractions, allowing workers to focus on just the content. Safari Reader works with Speak Selection and VoiceOver, so workers with print disabilities can get auditory feedback as well.

## PHYSICALLY-DISABLED EMPLOYEES

### Siri

For those with limb differences or fine motor skills, Siri can assist in many duties — an employee can say: “Text Sveta to see if we have client approval,” or “Set up a meeting with my team.”



### Dictation

Dictation allows employees to compose aloud. With Dictation they can reply to an email, make a note, search the web or write a report using just their voices. Available on macOS, iOS and iPadOS.

## AssistiveTouch

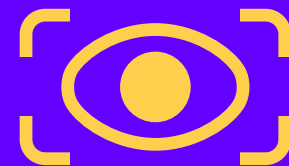
AssistiveTouch allows workers with limited motor capabilities to adapt their iPad screen to their needs. Complicated multi-touch gestures, like a pinch or multi-finger swipe, are accessible with just the tap of a finger or customized gestures. For those who use assistive devices such as joysticks, iOS devices also support a number of third-party options.

## Eye-Tracking support for iPad

Toward the end of 2021, iPadOS will support third-party eye-tracking devices, making it possible for people with significant mobility or motor skill impairments to control iPad using just their eyes. Compatible devices will track where a person is looking onscreen and the pointer will move to follow the person's gaze, while extended eye contact performs an action, like a tap.

## Switch Control

Switch Control for iOS allows employees to add an external switch to control their iPads. Coming in late 2021, switch control will have the option of replacing physical buttons and switches with mouth sounds such as a click, pop, or "ee" sound.



## BLIND AND VISUALLY-IMPAIRED WORKERS

### Siri

Siri is integrated with VoiceOver — an advanced screen reader — so blind and vision-impaired employees can ask Siri for guidance or to take them to a specific digital location, hear the answer and what is on the screen is read out loud.

### VoiceOver

VoiceOver is a gesture-based screen reader that lets workers know what's happening on their screen, and helps them navigate it. Available on [macOS](#) and [iOS](#).

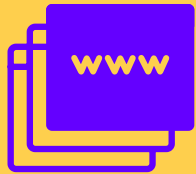


### Zoom

Zoom is a built-in screen magnifier that works anywhere in iOS, so people with low vision can better read a report, view an image or get details on a map. Zoom works with VoiceOver, so employees can better see — and hear — what's happening on the screen. (On a Mac, [Hover Text](#) will enlarge the words, and is customizable within the settings.)

### iPhone, iPad and iPod touch braille displays

Employees can use VoiceOver on their iPhone, iPad or iPod touch combined with a Bluetooth-enabled braille display to read and navigate. [Apple supports a wide variety of braille displays.](#)



If you'd like to explore how to support your disabled employees in more depth, [visit Apple's website to see all of their accessibility features in action.](#)



If you'd like to learn how Apple and Jamf can support and empower disabled users in your organization, reach out to your regional Jamf expert, [drop us a note](#) for more information or request a free trial.



[Request Trial](#)

Or contact your preferred reseller of Apple hardware today.