

ENGAGE TALENT!

2023

How are you going to make the NDEAM connection with us in October?

In our 2023 National Disability Employment Awareness Month (NDEAM) campaign, we explore the integral ways disability inclusion connects to business and employment success.

Making the Disability Inclusion Connection

Businesses should reflect the communities they serve. That's why it's vital to make the disability inclusion connection, on all its levels. There's an integral, multi-faceted relationship between disability inclusion, and employment and business success for everyone involved. Perceptive business leaders and employment service professionals understand this. Join in the 2023 NDEAM campaign with ODEN to:

- Celebrate the contributions of people who have a disability
- Ignite conversation about disability inclusion in business, in employment and in our communities
- Show how and why disability inclusion connects to broader business objectives and the company mission
- Highlight and share your success stories
- Demonstrate how disability awareness dispels misconceptions and offers distinct advantages for inclusive businesses

91%
of Canadian
Senior Leaders
say diversity & inclusion
is a mission they value
and are committed to!



NDEAM 2023: An Overview

The theme for 2023 is **Making the Disability Inclusion Connection**. Throughout October, we will focus on:

- The multi-level, strategic connection between disability inclusion, and broader business objectives, company mission and employment outcomes
- Why building trusted relationships is critical for businesses and employment service providers (ESPs) to make disability inclusion connections
- Ways of building disability inclusion connections in your business and community
- Creating an inclusive culture, and connecting to the strengths and perspectives of people who have a disability, to drive innovation and growth

Ways to take part:

- Co-brand the NDEAM poster (an ODEN members-only benefit!) and share it with your contacts
- Request a mayoral proclamation in your town/city
- Host your own NDEAM events, such as Lunch 'N Learns
- Businesses — start making sure disability is part of your disability, equity and inclusion (DEI) conversations
- Assess how well you're making the disability inclusion connection by reviewing your Human Capital policies, practices and procedures, and your culture
- Businesses and ESPs — forge new disability inclusion connections and relationships, and nurture existing ones
- If you're not an ODEN member, join during NDEAM and access members-only resources
- Share weekly posts on LinkedIn, Facebook, and Twitter
- Promote your employment successes on social media
- Use these hashtags: **#NDEAM #DEAM2023 #EngageTalent #DisabilityInclusionConnection**

NDEAM campaign highlights in October:

OCTOBER 6

- > Release of part one in article series: *Understanding Disability Inclusion Connections to Business Growth and Success: Breaking Down Barriers and Building Bridges*

OCTOBER 19

- > **Annual Light It Up! For NDEAM® national event**
- > Release of part two in ODEN's article series: *Making the Disability Inclusion Connections in Your Business and Community: Five Practical, Powerful Strategies for Action*

OCTOBER 24

- > Latest episode of *You Can't Spell Inclusion Without a D* podcast: Introducing our new *Making the Journey* series, featuring businesses that have made the disability inclusion connection successfully. A one-on-one conversation with Joe Hoffer, partner in the London, ON, law firm, Cohen Highley LLP.

Other ways to get involved with ODEN during NDEAM...

- Share your insights, successes and promising practices related to **Making the Disability Inclusion Connection**
- We want to include stakeholder perspectives — like yours — in our NDEAM campaign. Send us your:
 - Perspectives for an NDEAM “look-back” blog post that will be published on November 3
 - Articles, news releases, podcasts that we can share on social media

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Starting October 1, let's #EngageTalent to Make the Disability Inclusion Connection!

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