



## Disability Awareness **MASTERY**

Presented by  
**hirepotential**  
Lessons in Disability Inclusion



**AAAED Professional Development  
and Training Institute**  
in Partnership with **HirePotential, Sheridan Walker**

# Disability Awareness **MASTERY**

**HRCI APPROVED 9 CREDIT HOURS (GENERAL)**

**July 31, 2018 through October 30, 2018**  
**12 WEEK LIVE GROUP TRAININGS**  
**6 MODULE COURSE AND 6 Q+A 9 HOURS**

## **COURSE CONTENT**

**Expand your Knowledge +  
Elevate your Skills = Inclusion for All**



*"The use of this seal confirms that this activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval." To earn HRCI credits for the Disability Awareness Mastery, you must be registered and logged into the session for tracking and certification purposes. Sharing of the link to join the training is not permitted. Should you have questions, please contact [pditi@aaaed.org](mailto:pditi@aaaed.org).*



# Disability Awareness MASTERY

Presented by **hirepotential**  
Experts in Inclusion & Integration



## AAAED'S PROFESSIONAL DEVELOPMENT AND TRAINING INSTITUTE in Partnership with HirePotential, Sheridan Walker

### **DISABILITY AWARENESS MASTERY** **HRCI APPROVED 9 CREDIT HOURS (GENERAL)**

AAAED PDTI will celebrate the 28th Anniversary of the signing of the Americans with Disabilities Act (ADA) on July 26, 2018, by launching the Disability Awareness Mastery Training Program in Partnership with HirePotential. The Disability Awareness Mastery Training Program is a 12-week program that begins July 31, 2018 and ends October 30, 2018. **Registration is open from July 17, 2018 through July 29, 2018.** The passage of the ADA and the Americans with Disabilities Act, as amended 2008 (ADAAA), remains an important milestone for individuals with disabilities, today and tomorrow, as well organizations obligated to comply.

***Expand your knowledge + Elevate your Skills = Inclusion for All***

## **12 WEEK LIVE GROUP TRAININGS - 6 MODULE COURSE AND 6 Q+A**

**Business Case & Value Proposition**  
July 31, 2018 and August 7, 2018 Q & A

**Recruiting & On-boarding**  
September 18, 2018 and September 25, 2018 Q & A

**Etiquette & Sensitivity**  
August 21, 2018 and August 28, 2018 Q & A

**Accessibility & Accommodation**  
October 9, 2018 and October 16, 2018 Q & A

**Marketing & Outreach**  
September 4, 2018 and September 11, 2018 Q & A

**3Rs: Results, Revenue & Resources**  
October 23, 2018 & October 30, 2018 Q & A

***Be all inclusive to your candidates, employees and customers with disabilities!***

**VALUE \$1,997**

### PLUS

BONUS #1	ACCESS TO PRIVATE COMMUNITY	PRICELESS
BONUS #2	GAP ANALYSIS CHECK SHEET	\$197 VALUE
BONUS #3	QUICK TIPS ON GREETING	\$29 VALUE
BONUS #4	DOS AND DON'TS CHECKLIST	\$29 VALUE
BONUS #5	VITAL TIPS FOR BETTER SELF ID RESULTS	\$97 VALUE
BONUS #6	10 PRIVATE TECHNICAL ASSISTANCE	\$197 VALUE
	EMAILS TO/FROM SHERIDAN WALKER	
<b>FAST ACTION</b>	<b>BONUS #7*</b>	30 MIN 1:1 SESSION TO THE FIRST FIVE TO SIGN UP
<b>FAST ACTION</b>	<b>BONUS #8*</b>	E-LEARNING; MAXIMIZE YOUR BOTTOM LINE WITH TAX CREDITS
		\$147 VALUE
		\$187 VALUE

**VALUE \$2,880**



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**LIMITED TIME OFFER**  
**FIRST 50 FOUNDER'S PRICE:**  
**AAAED MEMBERS: \$597**  
**NON-MEMBERS: \$1,494**

# DEAR COLLEAGUE:

The complex and rapidly – changing landscape and increased focus with compliance and EEOC on recruiting, hiring and retaining individuals with disabilities involves many departments in an organization. There are many areas of information needed to achieve the true inclusion of people with disabilities. Many of us do not have the training or background in this specific area but have the responsibility in the organization.

**The Disability Awareness Mastery Course** provides a wealth of foundational information for those who are new to disability or who don't feel they have enough information or education and want to increase their knowledge.

Join your peers who are looking for improving their knowledge and wanting a strong foundational education training program that provides information on the business case and value proposition, etiquette and sensitivity, recruiting and onboarding, hiring and supervising, basic common accommodations and accessibility, improvement on getting people to self-identification, culture, marketing, resources and more.

Register today and get ready to be educated and energized as you prepare to drive success through your organization now and the future!

Come join us!

# THE DISABILITY AWARENESS MASTERY

12 WEEKS - 6 MODULES AND 6 Q&A's.

## WEBINAR BENEFITS

**Gain Insight** from the front line experience. Get answers to all your questions you have been afraid to ask or did not know to ask.

**Share Ideas** and questions with the 6 modules and the 6 Q&A's provided. Use the worksheets to assist you in your growth and knowledge. Discuss with your peers and thought leaders who have join the course and our Disability Awareness Mastery community page.

**Take back** proven strategies, actionable ideas and tested models to assist you to implement and be successful and confident.

## WHO SHOULD ATTEND PROFESSIONALS RESPONSIBLE FOR

- CEO/ SVP
- OFCCP Compliance
- Diversity and inclusion
- Managers / Supervisors
- Talent Acquisition/Recruiters
- Human Resources/ Benefits
- Absence and disability management
- ADA compliance
- Marketing
- Sales

## CERTIFICATION

AAAED is an approved HRCI provider. The Disability Awareness Mastery Series has been approved for 9 HRCI Credit Hours(General). To receive certification, you must be registered, attend each session and pass the test after each section of the module and Q & A.

# THE BUSINESS CASE AND VALUE PROPOSITION OF INDIVIDUALS WITH DISABILITIES

1.5 hours (July 31, 2018 - 1 hour, August 7, 2018 – 30 minutes)

Understanding the business case and value proposition will boost your business with a competitive edge by including individuals with disabilities an integral part of your workforce, marketplace and workplace.

## Format and Timing:

One Hour Session conducted via Webinar. This introductory module is appropriate for all management levels throughout your organization. The module is interactive and provides a solid foundation for establishing a business case for your organization related to recruiting, hiring, and retaining individuals with disabilities.

## Training Topics

- Learn about the myths of fears and attitudes
- Understanding the market share
- The benefits of the talent pool, marketing, diversity, compliance, social responsibility, retention, and workforce
- Learn the real cost of an accommodation
- The who, what, when, and how to get started
- A real case study

## Potential Outcomes:

- To build a business case and value proposition for your own organization
- Know where your gaps are and how to solve the learning curve in your organization
- Increase social responsibility for employees, customers and constituents
- Build a strategy that results in increased disability employment and inclusion
- Know who will you need to build a strong culture in the inclusion of individuals with disabilities

# ETIQUETTE AND SENSITIVITY

1.5 hours (August 21, 20018 – 1 hour, August 28, 2018 - 30 minutes)

Building a fundamental understanding and corporate culture which supports and models inclusion for people with disabilities. Establishing appropriate communication guidelines. Creating a comfortable environment for all.

## Format and Timing:

One Hour Session conducted via Webinar. This introductory module is appropriate for use throughout the organization. The module is interactive and provides a solid foundation for successfully supporting and integrating employees with disabilities.

## Training Topics

- Learn about myths, fears and attitude barriers
- Learn how to see beyond the disability and focus on ability
- Learn what you can and cannot say or do - disability etiquette tips
- Learn how to communicate through an interpreter
- Learn about service animal etiquette
- Learn how you can make a difference in your daily interactions and understanding.
- Learn how to build a fully inclusive culture

## Potential Outcomes:

- Enhance communication with people who have disabilities, as employees, customers, and applicants
- Reduce the barriers and increase the understanding of people with disabilities
- Sensitize personnel to the issue of disability
- Facilitate open communication regarding employment issues for people with disabilities
- Build a sustainable inclusive culture of respect for all
- Be recognized for socially responsible business practices
- Ensure a successful disabilities program
- Decrease employment liability exposure

# MARKETING AND OUTREACH TO INDIVIDUALS WITH DISABILITIES

1.5 hours (September 4, 2018 - 1 hour, September 11, 2018 – 30 minutes)

Providing an understanding of the fundamentals of representing your business as a disability friendly workplace and marketplace. Creating a positive image and culture that values everyone.

## Format and Timing:

One Hour Session conducted via Webinar. This introductory module is appropriate for use throughout the organization. The module is interactive and provides a solid foundation for successfully supporting and integrating employees with disabilities.

## Training Topics

- Learn about specific messaging and image
- Learn how you can show your understanding in your outreach efforts
- Learn how to foster your messaging of inclusiveness in your organization
- Learn tips on improving your marketing material
- Learn where to go within colleges and universities
- Learn key resources for outreach
- Learn how to build a fully inclusive culture

## Potential Outcomes:

- Enhance your corporate culture with positive messaging
- Build a strong presence in the disability community
- Start or leverage your Employee Relations Group for Disability
- Build a sustainable inclusive culture
- Be recognized for your efforts in inclusivity
- Attract more qualified talent with disabilities
- Ensure a successful outreach program
- Decrease employment liability exposure

# RECRUITING AND ONBOARDING INDIVIDUALS WITH DISABILITIES

1.5 hours (September 18, 2018 – 1 hour, September 25, 2018 – 30 minutes)

Preparing your recruiting team to easily navigate and gain a comfort level meeting and interviewing applicants with a variety of disabilities. Creating a comfortable environment for all.

## Format and Timing:

One Hour Session conducted via Webinar. This introductory module is appropriate for all members of your recruiting and talent acquisition teams. The module is interactive and provides a solid foundation for successfully recruiting people with disabilities.

## Training Topics

- Learn about your own fears and attitudes
- Learn how to conduct an interview with someone who is blind, deaf or in a wheelchair
- What you need to know about hidden disabilities
- Learn what you can and cannot say or do – legal vs illegal questions
- Learn about disclosure and requests for accommodations
- Learn how to be at ease and professional
- Learn how to present the qualified candidate in an unbiased way
- Learn the steps to onboarding an individual with a disability

## Potential Outcomes:

- Identify and hire the best qualified individuals
- Help put hiring managers at ease by focusing on abilities
- Build a sustainable inclusive culture for all
- Develop a competitive hiring and recruiting process
- Provide a positive candidate experience
- Decrease employment liability exposure

# **ACCESSIBILITY & ACCOMMODATIONS**

1.5 hours (October 9, 2018 – 1 hour, October 16, 2018 - 30 minutes)

Providing the fundamentals for a functional and efficient accommodations process to support applicants, new hires and your existing employees who request accommodations. A practical understanding of web accessibility guidelines and best practice versus an accommodation. An overview of the steps to follow during the interactive process when an accommodation has been requested.

## **Format and Timing:**

One Hour Session conducted via Webinar. This introductory module is appropriate for use throughout the organization. The module is interactive and provides an understanding of what is accessibility versus an accommodation and having a solid foundation for efficiently accommodating your employees and limiting your company's liability.

## **Training Topics**

- Learn about changes to the ADA (ADAAA)
- Learn about web accessibility best practice standards
- Learn the most common assistive technology used in the workplace
- Understand the importance of the interactive process
- Learn about who in your organization needs to be involved and why
- Learn how to deal with accommodation requests
- Learn how to build a centralized accommodation process
- Learn how to limit liability

## **Potential Outcomes:**

- Attract and retain excellent employees
- Build a sustainable inclusive culture for all
- Develop an efficient and effective process for accommodation
- Decrease employment liability exposure
- Provide a positive experience for those with disabilities

# THE 3 R'S: RESULTS, REVENUE AND RESOURCES

1.5 hours (October 23, 2018- 1 hour, October 30, 2018 – 30 minutes)

Providing understanding and real world information of the multitude of benefits for business in hiring talent with disabilities and positively impacting the bottom-line. Gain knowledge of best practices that demonstrate a positives impact in the inclusion of individuals with disabilities.

## Format and Timing:

One Hour Session conducted via Webinar. This introductory module is appropriate for use throughout the organization. The module is interactive and provides a solid foundation for successfully supporting and integrating employees with disabilities.

## Training Topics

- Learn about specific agencies and their role for business
- Learn about the incentives that is instrumental to the bottom-line
- Learn how apply best practices by companies who are successful
- Learn tips on what you can do now in your organization to raise the knowledge of the abilities of people with disabilities

## Potential Outcomes:

- Enhance your outcomes of inclusion
- Build a strong plan to continue the education and exceed results
- Ensure other methods of revenue streams
- Build a sustainable inclusive culture
- Attract more qualified talent with disabilities
- Ensure a successful outreach program

# ABOUT THE TRAINER

**SHERIDAN WALKER, CEO/Founder and President, HirePotential, Inc.**



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WOSB certified by WBENC EDWOSB, certified by SBA

*Be the change you want to see in the World™*

Ms. Walker is the founder and president of HirePotential, Inc. which is a women-owned national firm providing employment solutions to government contractors and Federal Agencies since 1999. HirePotential is focused on providing companies results on recruiting, hiring, accommodating, compliance and the managing people with disabilities. HirePotential's services provide corporations a proven model that can meet and accomplish their goals by providing an end-to-end employment solution.

Ms. Walker has a clinical healthcare and corporate background which makes her unique in this space. She brings over 30 years of broad-based expertise in working with people with disabilities. This experience includes hands on treatment, clinical evaluation and management, program development, employment, staffing and sales. Ms. Walker was employed by Alternative Resources Corporation, A-R-C, a national IT management and staffing business, as the Program Manager of the Disability and Diversity recruiting arm creating and building the program from scratch and delivering the training, recruiting and sales in the inclusion of qualified candidates in the IT field. The program was later called the A-R-C REACH Program. The A-R-C REACH Program sources and places people with disabilities in A-R-C client environments. This program generated over \$7 million in incremental revenue for A-R-C in the first year.

Prior to joining A-R-C, Ms. Walker has extensive experience in physical rehabilitation services. This experience spans trauma to post-acute outpatient treatment. Ms. Walker held positions including treating therapist, supervisor, program manager, account executive and regional director. She has been a featured lecturer speaking at national conferences on many topics related to the employment of people with disabilities, compliance, accommodations and business practice.

Ms. Walker has served on the National Disability Mentoring Day Committee for Colorado and the US Business Leadership Network on the Employment of People with Disabilities. She has also served on the formally known President's Task Force on the Employment of People with Disabilities. Colorado Business Leadership Network for the employment of people with disabilities and served on the Denver Mayor's Commission of People with Disabilities. She is a past board member of the American Association for Access, Equity & Diversity, AAAED. She developed and launched the initial training for GettingHired, a disability job board, for over 6 years providing live webinar based education. She continues to lecture across the country regarding several issues around disability in the workplace and workforce on topics such as compliance, employment, retention, staffing, accessibility, accommodations, and risk management. She is certified with the American Board of Disability Analysis

***HirePotential, the Leader in Disability Inclusion –***

# ABOUT AAAED'S PROFESSIONAL DEVELOPMENT AND TRAINING INSTITUTE

The American Association for Access, Equity and Diversity (AAAED), founded as the American Association for Affirmative Action in 1974, is a national not-for-profit association of professionals working in the areas of affirmative action, equal opportunity, human resources and diversity. AAAED has more than 44 years of leadership in providing professional training to members and enabling them to be more successful and productive in their careers. It also promotes understanding and advocacy of affirmative action, diversity and other equal



opportunity and related compliance laws and regulations to enhance the tenets of access, inclusion and equality in employment, economic and educational opportunities.

AAAED's PDTI has been a primary sponsor of quality training in equal employment opportunity (EEO), affirmative action, and more recently diversity and Title IX law and policy since 1991. PDTI faculty consist of experienced educators and

practitioners who understand both the theory and the applications of EEO, affirmative action and diversity law and policy. Combined, our training institute's offerings will enable you to Prepare for a Future of Equity and Diversity in a way that will enhance your professional opportunities and promote access and opportunity in your workplace.

Courses offered in the PDTI Programs are eligible for continuing education credits awarded by the Human Resources Certification Institute (HRCI) and the Society of Human Resource Management (SHRM). Some courses are also eligible for Continuing Legal Education (CLE) credits.

AAAED PDTI  
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