

# Purple Tuesday

Improving the disabled customer experience

Changing the disability conversation: Insights, awareness and practical application for NEDs

26<sup>th</sup> June 2023

[www.purpletuesday.co](http://www.purpletuesday.co)

Hanover.

# Purpose

- To scope out the disability and wider DEI terrain for NED's
- To outline key approaches and practical hints to take back to your senior Teams
- To provide a prompt for your own 'Tomorrow's Agenda'



# Who is Mike?

- Conductor of the Purple Tuesday band
- An ex-disabled NED with lived experience
- A public advocate for more disabled NED appointments
- Experienced leader in creating disability inclusive environments

# Who is Brent?

- Director of DE&I Practice for Hanover's Client Facing Consultancy Business
- Living with an autoimmune condition
- Ally for all transformational DEI work in organisations i.e., It makes a difference to you, your business AND society at large
- Expert in inclusive leadership and brings practical leadership experience

# Why Disability Matters



**Hanover.**

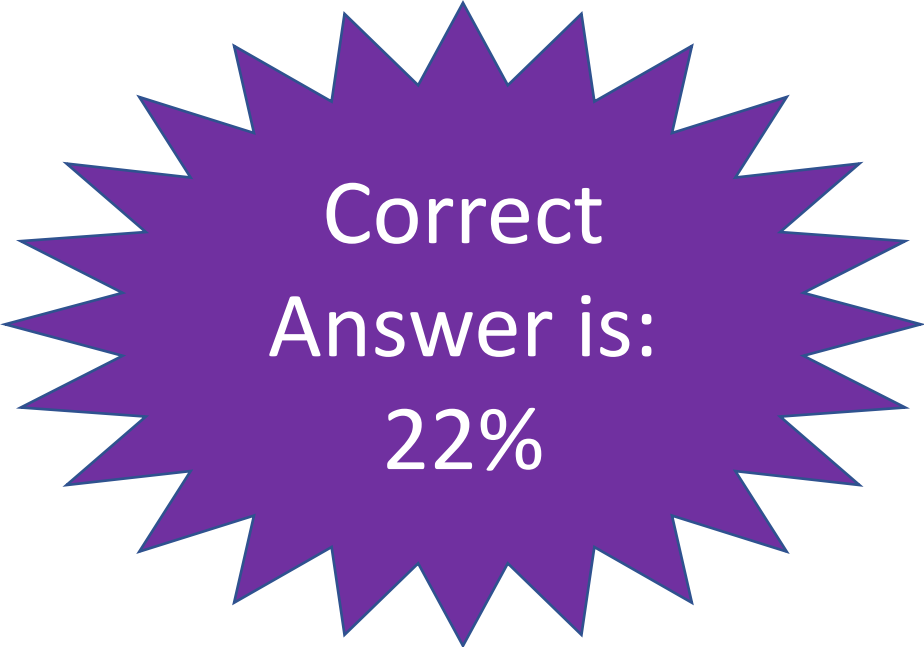
[www.linkedin.com/in/mike-adams-purple](http://www.linkedin.com/in/mike-adams-purple)

**Purple**   
Tuesday

# Disability Quiz

What percentage of the UK population have an impairment or disability?

- a) 11%
- b) 6%
- c) 22 %

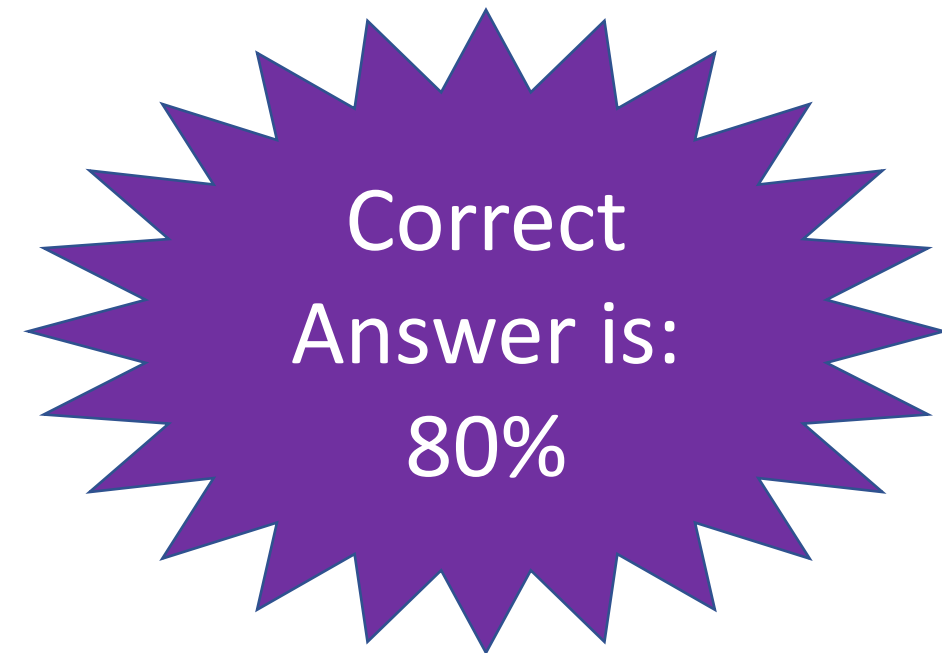


Correct  
Answer is:  
22%

# Disability Quiz

What is the percentage of disabled people with a hidden impairment?

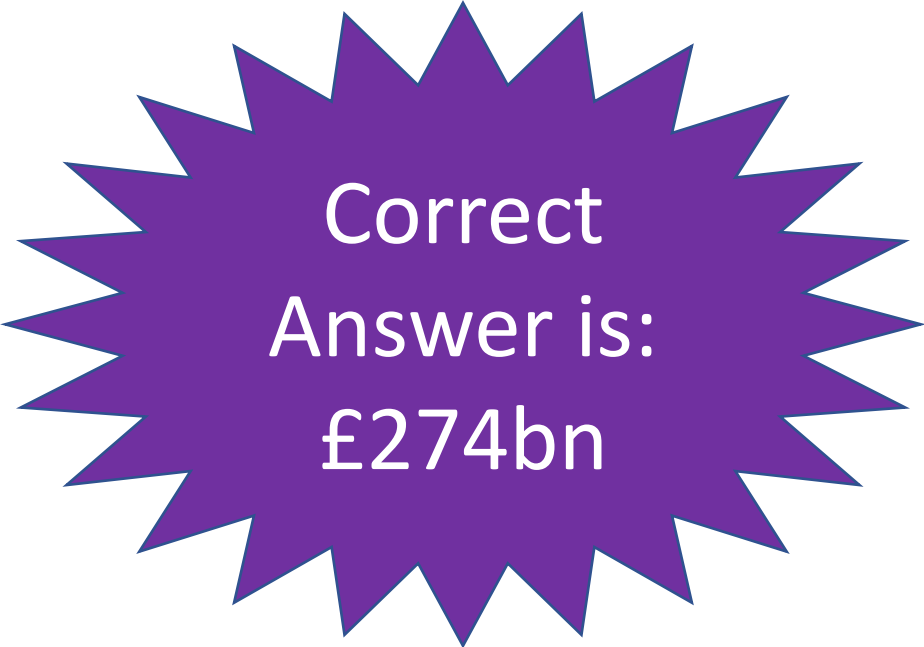
- a) 80%
- b) 60%
- c) 50%
- d) 45%



# Disability Quiz

What is the purchasing power of disabled people across the UK?

- a) £120 billion
- b) £153 billion
- c) £274 billion
- d) £302 billion



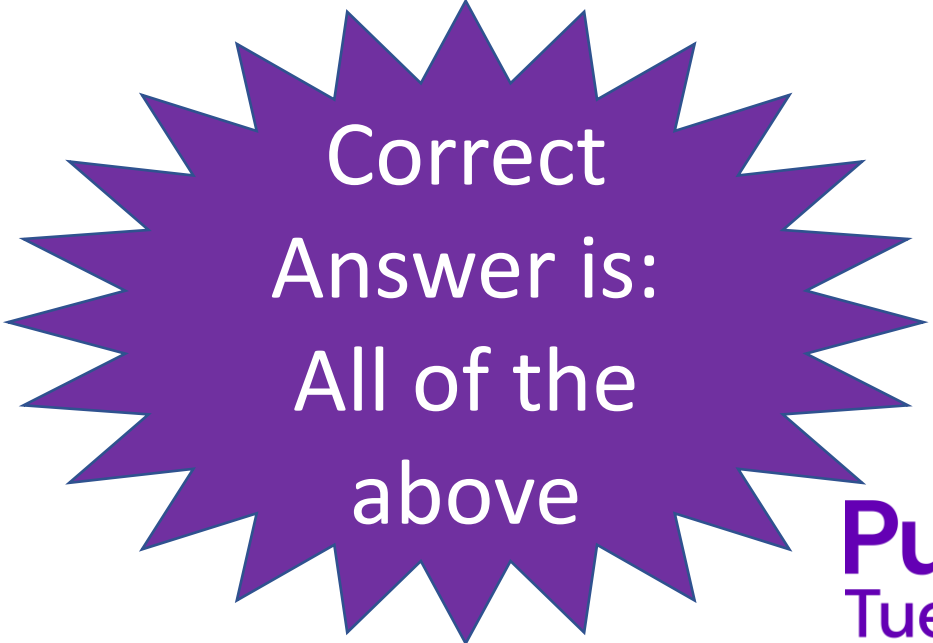
Correct  
Answer is:  
£274bn



# Disability Quiz

Which of the below is classed as disability discrimination in the workplace?

- a) Your employer not providing reasonable adjustments that would help you to do your job
- b) An employer withdrawing a job offer when they learn of your condition
- c) Your employer firing you due to disability-related absences
- d) Workplace bullying because you are disabled
- e) All of the above



Correct  
Answer is:  
All of the  
above

# Table Task

- In your table groups, please share amongst yourselves:
  - *Given your experience as a NED, what have you seen or heard about that is landing with impact around the broader DEI agenda?*
  - *What are some barriers you are coming up against in relation to the broader DEI agenda? Feel free to share any ways in which these have been addressed.*
- Please be prepared to share some feedback in plenary. We won't be able to hear from every table. All insights will be valuable to share!
- Please could you ensure one person at your table group takes a photo of your tables summary notes and emails them to: [brent.herman@hanoversearch.com](mailto:brent.herman@hanoversearch.com) so we can collate the themes to create additional insights from the session today. You can then share these more broadly.

# Disability Inclusion Framework

Disability Inclusion Pathway



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	Awareness	Understanding	Involvement	Engagement
Place				
People				
Policy & Process				

# Tomorrow's Agenda

- Start. Just start. Do something to build a level of momentum
- Ask for your disability data. Don't get alarmed or disappointed
- Put disability as an Agenda item for the Board in the next 4 months
- Notice what the composition of your Board looks like and find the time to create an environment where everyone can share more about themselves. Hidden disabilities?
- Exercise your own curiosity and read some books or blogs, watch some videos. The more informed you are, the more active you can be as a change agent
- Think about sharing your own experiences, role modelling gives others "permission."

# Contact Details

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