

YOU WANT
TO BE HERE!



YOU ARE HERE.

THE **FIELD GUIDE** TO
EVOLVING YOUR WORKFORCE

THINK
BEYOND
THE LABELSM
.com

YOU WANT TO TAKE YOUR BUSINESS TO THE NEXT LEVEL.

WHAT NOW?

YOU NEED TO ASK YOURSELF:



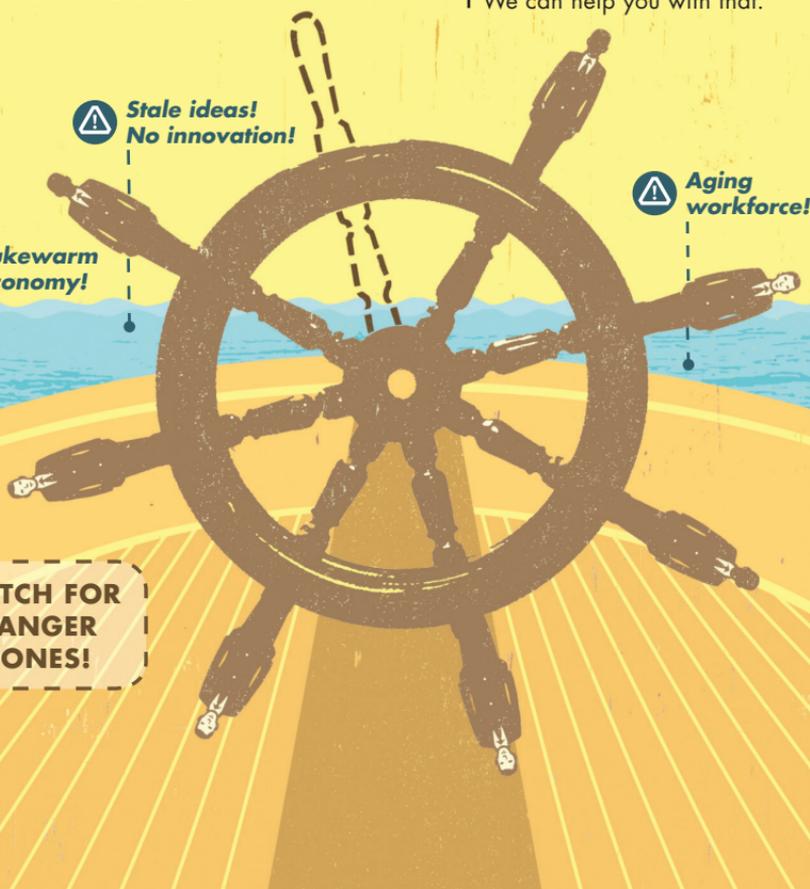
DO I HAVE THE RIGHT TEAM?

- Who am I missing?
- Do my people have the right skills?
- Do I have the right people for now... and for the future?



DO I HAVE A PLAN?

To navigate today's tricky economy and come out on top, you need the right team, tools and ideas. **You must ADAPT... and evolve your workforce!** We can help you with that.



WATCH FOR DANGER ZONES!



GET THE WHOLE STORY AT:

www.EvolveYourWorkforce.com/FieldGuide

DID YOU KNOW...

HIRING PEOPLE WITH DISABILITIES IS A SMART BUSINESS DECISION?

MAKE A BOLD MOVE AND:



GET A BETTER RETURN ON INVESTMENT

- Increase revenue
- Reduce costs
- Enhance shareholder value



BE MORE INNOVATIVE

- **Leverage** unique employee perspectives
- Use technology to increase **productivity**
- Implement strategies to attract—and **retain**—talent



BOOST YOUR IMAGE

- Attract business from the disability community (a **\$1 trillion** market!)
- Appeal to the **87%** of Americans who prefer to patronize businesses that hire people with disabilities



WANT THE NITTY GRITTY DETAILS?

www.EvolveYourWorkforce.com/BoldMove

WANT TO FIND A QUALIFIED CANDIDATE?

IT'S EASY!

PEOPLE WITH DISABILITIES ARE EVERYWHERE—
but it's hard to know where to look for the best person for
your position. **No worries, we can help with that, too.**



GO TO THEM.

Visit ThinkBeyondtheLabel.com

and connect with your state resources.

They can point you in the right direction.



HAVE THEM COME TO YOU.

Write **job descriptions** that accurately reflect the needs of the position. (Stop and think. Do you *really* need someone who can lift 50 pounds? If so, that's a perfectly acceptable ask—but you get the idea).



OTHER TACTICS?

Start an **internship program**, or come up with other ways to get to know workers or students with disabilities.



“BUT ISN'T HIRING SOMEONE WITH A DISABILITY GOING TO COST ME A LOT OF MONEY?”



NOT TRUE. IN FACT, IT CAN ACTUALLY MAKE YOU MONEY.
For starters, you'll qualify for up to **\$7,400** in federal tax credits—which can help offset these expenses. In addition, some states even give you energy-related tax breaks when you let your employees telecommute!
Remember, you're already saving on hiring costs right out of the gate.



INVEST IN YOUR PEOPLE AND YOU'LL BE REPAID MANY TIMES OVER. NOW THAT MAKES GOOD BUSINESS SENSE.

CHECK OUT OUR TAX TIP SHEET:
www.EvolveYourWorkforce.com/Invest

NOW IT'S TIME TO INTERVIEW.

ARE YOU MORE NERVOUS THAN THE CANDIDATE?

RELAX!



People with disabilities want to be treated the same as everyone else. Everyone wants to be hired for the right reasons—and **you need to find the best person for the job. Period.**

But don't just hire based on skill alone! You need to like their attitude, too. A good personality fit can make or break your team.



SEE HOW OTHERS HAVE HAD SUCCESS WITH HIRING PEOPLE WITH DISABILITIES:

www.EvolveYourWorkforce.com/Success

CONGRATS!

YOU'VE FOUND SOMEONE WHO'S A PERFECT FIT FOR THE JOB.



WHAT NEXT?

A few small tweaks to your workplace will go a long way toward making your new employee more comfortable and productive—and you'd be surprised by how **easy and inexpensive** most of these accommodations can be!



WAS THAT SO HARD?

YOU'VE THOUGHT BEYOND THE LABEL AND ARE
NOW ON YOUR WAY TO REAPING THE REWARDS!



DEBUNK MYTHS ABOUT HIRING
PEOPLE WITH DISABILITIES:

www.EvolveYourWorkforce.com/Truth

WELL DONE!

**It's time to enjoy your success,
but don't sit back on your laurels.**

Find ways that you can continue to grow your team and your company—and be a leader. Share your new insights and experiences and help your peers change their mindset and the future of their businesses.



**STILL SKEPTICAL?
NEED MORE INFO?
HAVE A QUESTION?**

Get the facts at

EvolveYourWorkforce.com

While you're there

- Register to receive updates
- Make a pledge to think differently about hiring workers with disabilities
- Find local resources to help you get started

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