**Accessibility Insights with Jonathan Mosen, CEO of Workbridge – October 2011**

Annie: Hello, everyone, and welcome to today's webinar.

 It's just gone once Collins or zero, some going to give everyone a chance to join.

 Do feel free to drop into the Q&A box and say hi.

 We disabled the chat feature as it can cause problems for people using screen readers.

 I can see a few more people joining now .

 Glad you could make today.

 We are going to make a start now be hello, everyone, and welcome to the

16th session in our accessibility insights series where AbilityNet’s head of digital inclusion, Robin

Christopherson, chats with individuals who each work to improve digital accessibility and digital inclusion.

 This month he is chatting with Jonathan Mosen, CEO of Workbridge.

 I’m Annie Mannion and I will be running you through today's session.

 Just to go through a few bits of housekeeping.

 We have live captions provided today by My Clear Text, and you can turn on

the captions using the CC option on the control channel.

 Additional captions are available at Streamtext/player?Event=AbilityNet and also on our website at AbilityNet.org.uk/Workbridge-webinar.

If you have technical difficulties or need to leave early you will receive an email with

the transcript and slides.

 Depending on how you joined the webinar you’ll find the Q&A panel - if you would like to ask

Jonathan or Robin any questions do drop them in the Q&A and they will do those after today's session on the website

which will be available at/ Workbridge-webinar.

 Finally, we have a feedback survey you will be directed to at the end, which

we invite you to tell us about any future topics you would like us to cover in future webinar speak please

do that at the end .

 that's it for now and over to Robin and Jonathan.

 ROBIN >> Guys, we are excited about this one.

 I know we've had illustrious guests in the past, but this one is actually one

and the most excited about because Jonathan is featured large in tech over several days.

 I'm not going to make and feel old.

 I think is the same age as me.

 Jonathan, gives a much joining us today how are you doing?

 >> Jonathan: I'm well, Robin .

 think you for the warm welcome >> You are on the other side of the world in New Zealand, so think is a

much indeed we always start off with the same corny question is , have you got a beverage, hot or cold, to help

you get through this ordeal?

 >> It is out of range of the camera in

my hand is on technology, but I have been sipping on a computer, the elixir of life and health and keeps me going

through things like this.

 >> I'm taking a multi-chocolatey drink, Milo. My son brought it back from Tonga.

 I am not using a Braille display at the moment because of that whole Milo

technology or drink technology impact where the two are negatively opposed.

 >> You do not want to get Milo on your

browser display.

 >> I don't know whether to add water

#NAME?

 Thank you so much indeed for joining me today.

 As any mitten, you are CEO of the largest equal opportunities

organisation in New Zealand, I think.

 Please correct me if I'm wrong.

 And have been involved in assistive technology and disability rights that

have both come together nicely in your current position, in those areas they are cutting-edge assistive technology

field for well over three decades now.

 Very veteran of this area.

 In your opinion, what are the key changes in this area for the past

10 years, for example?

 >> I think the biggest change is the

embracing of disabled people by mainstream technology vendor spirit when Apple started to do predates that

decade by just a wee bit the fact that all of the major take companies understand that we have a range of

people with accessibility requirements who should be accommodated in their devices without having to purchase any

third-party told.

 That is the biggest change because it also filtered through assistive

technology companies who have had to think about, well, how do we add value now .

 If you Base of -- basic access, that has been significant disruptive.

 >> It's massively shifted away from

very expensive relatively infrequently updated assistive technology to giving the sector a boost as well because of

the uptick in mainstream inclusion appear I'm not sure how much assistive technology I'm using at the moment

because of the Braille issue earlier.

 What do you think then ?

 Looking forward sort of the trajectory of this area that we are both involved

in in the years to come .

 What you thicker the changes that necessarily need to happen now

particularly to provide an equal playing field.

 Equal opportunities for people in education particularly to get into the

workforce.

 >> Anyone who makes predictions about

technology is an extremely brave person.

 I think from a philosophical point of view, which at about the benefits of what is happened.

 There are risks , and the risks are when you have mainstream companies

that have become assistive technology companies, we become just one priority of many.

 When you are using a screen reader that is developed entirely for you and

influence by blind people, and that is the core function.

 You kind of knew who everybody was and if you have a significant enough

problem you can ping the appropriate people and get attention if you are in the know you can still do that, but

it's harder to get your tasks the tasks of assistive technology prioritised in the period of other considerations

that mainstream companies have the impact of that is you have companies that sort of support Braille, but

there are genuine issues in terms of supporting Braille well enough in my view to be used in an educational context.

 For all people like me , who have been using Braille for a very long time, if

you give a product we can work around those because we are seasoned Braille users and with become used to them and

the context of kids who were just using Braille that's not really acceptable.

 They need to understand the rules of Braille without having to compensate

for bad technology with serious banks appeared that's a concern.

 On the one hand I think it's really good kids going to school now instead

of using an expensive proprietary piece of technology, mayors will be using the same technology as everybody else.

 In children, particularly teenagers, are quite sensitive about that.

 They don't like to stand out and need something that's special if you can

give someone a device that is good, it has to be up to the task.

 At the moment, there are some cases where it is not we do have the danger,

I think, of some of this quality assistive technologies going out of business due to lack of demand or

doing something different and leaving us with mediocre products.

 That has a direct impact on the pewter affordability of blind people be at for quality, for not just saying thank

you very much for doing this.

 We are customers, we are consumers.

 Our money is as good as everybody else's and we are entitled to quality.

 >> I'm conscious that we've got a

mainstream audience here, mainly professionals , who are passionate about accessibility.

 That's why they tune in each month appeared they might be championing

inclusion , et cetera appeared but they might not be that familiar with Braille technologies.

 We have been talking about a Braille display and how they are not compatible with liquids.

 Braille, you have been a huge proponent and advocate for Braille and

it being a vital skill for literacy for people, but also to help them with their employability.

 Why is Braille so important and what is the tackle Clegg for people who

have no idea what Braille display is an why is it quite so expensive?

 >> The first thing I would say is

thank you to those people who are watching this who are allies.

 Disabled people need allies.

 People who get it, who genuinely want to champion opportunity.

 I'm incredibly grateful and I think the key to doing that well is to keep

on asking in users how things are going and generally accept any feedback as constructive criticism.

 Regarding Braille, Braille is the only means a blind person has two right something down and read back what they

have written.

 I have worked in broadcasting, I do a lot of public speaking.

 Ideal within enormous amount and I have to process anything from financial data to report that my team

are putting together .

 Without Braille it would be much more complex because I would have to listen

to text to speak while also listening to what's going on in a meeting.

 That's difficult for many people, but for me I have a dual sensory loss.

 I have a hearing impairment.

 In a Braille display there are plenty of moving pads.

 Each dot is its own electric cell, which pops up on the Braille display.

 You've got 40 cells on a display times eight of these dance.

 That a lot of moving parts where things can potentially go wrong.

 The numbers are in and the numbers say clearly that if you are blind in the Braille user you have a much higher

chance of being employed the unemployment rate of blind Braille users of working age starts to come

within the regular labour market.

 But if you take Braille out of the mix in the unemployment among blind people

is exceptionally high.

 There does seem to be a correlation between Braille skills and employability

>> Thank you, in RBC we are focusing on Braille technology and blindness issues because that's an area that is

close to our experience Workbridge as a disability organisation some specialists and some much built in

already as you were talking about before that has really flourished in recent times.

 We were talking about inexpensive incredibly empowering piece of technology.

 There's the full gamut of assistive technologies Italy hoofing on professionals within an organisation

to make sure the settings that are already in those technologies in people's hands on their desks isn't

locked down, or if there are restrictions imposed there is a well oiled well signposted escalations of

the people can change the tech size, change the cover, that sort of thing.

 >> It's a partnership, too, isn't it?

 One of my great stories is as a consultant I went into a very secure

government environment.

 So secure that I cant even tell you what it is >> You don't have to kill us, yelp

York >> I sent the day working on a script meaning the person can press a key and

have certain information spoken or displayed on a Braille display and it was working well in the next day the

IT people re-emerged his system to upgrade to some sort of new thing and they didn't take a backup of the

script , and neither had I because I could not put a thumb drive in the machine for security reasons.

 I had no way of backing that up into all that work was gone and I had to do

it again the successful integration into a workplace really is incumbent upon a partnership between the IT

people and the assistive technology user perks >> Luckily there is a broad

recognition of the power in benefit of a diverse workforce, but there is still that friction between when it

comes to IT and being able to give you the solutions that you desperately need to be as productive as everybody

else in the office.

 Talking about friction then.

 In your work in helping create a more diverse workforce in New Zealand in

this case, some people season friction between the needs of a diverse workforce and sort of hard-nosed

business concerns the how do you see disabled people having to communicate for themselves speaking up for with a

need or with a believing.

 May be particularly senior leadership level when it's a really hard

commercial environment and they might be significant forces pushing back.

 >> This is one of the great challenges

I have experienced in my life because I've done this at a senior management level in out of assistive technology

companies.

 This quality just a fair go as I was been very important to me.

 This there is this balancing act between being on the inside and being muzzled to some degree.

 Obviously if you have a problem with the policy decision that has been

taken or a product that has been released that you think should not have been, yes if you start talking

about those things publicly you are not gonna last long.

 You had to make some trade-offs between the price of being on the

inside and making a difference and be true to your values and where you get the balance is, I think, very much a

personal thing this .

 I do take my hat off to those who are working in mainstream environments who are disabled and are working away in

her probably making all sorts of noise behind-the-scenes we don't actually know about.

 That are really important role to play.

 In the general sense I talk a lot to employers who understand that they

need to create more diverse workplaces , but businesses are risk adverse and there's never been more true or time

that this covert error where we are recovering.

 Certainly in New Zealand in lockdown speak the reason why they perceive it

as a risk is because it's in unknown.

 Anything unknown is classified as a risk.

 When I talk to some of these large employers I talk to them about this

the fact that they are potentially missing out on a competitive edge that their competitors don't know about.

 When you start counting it in those commercial terms, you can appeal to

people's sense of justice and goodwill and all those sorts of things this in the end the bottom line is the bottom

line.

 If you can talk to people about why would you pass up the opportunity to

employ somebody is going to be dedicated, loyal ?

 Because they are disabled they will be thinking out-of-the-box.

 This they constructive innovative solutions to problems.

 You can have all the skills on your team and it will benefit you in so

many ways I think it's important to meet people this where they are intact about them in an economic sense as

well as a moral sense.

 >> Absolutely and think they were able

to have those conversations in recent years about the compelling business case.

 The carrots, these great stats in the UK from health and safety executive

government department concerned with welfare and productivity, et cetera within the workforce.

 A more diverse workforce is a healthy workforce.

 It takes less sick leave .

 teams are more diverse and productive.

 All the kind of key indicators of a healthy workforce or go up with the

more diverse the team and larger workforce is absolutely, and I really love the fact that you are pushing the

business case when at the same time you have been hugely influential in New Zealand for the sticks outside of

things as well as the carrots to make sure it's enshrined in legislation as well.

 That risk that you mention before comes from your hard work in making

sure there is legal consequences as well, so that's brilliant.

 Any other comments on that one?

 I feel like you might want to say something there.

 >> You got to meet people where they

are in and I think the fact that I'm blind in hearing-impaired in them going and talking to the suppliers

really does make a difference as well.

 I'm passionate about the need for more disabled people to be in senior leadership because you can bring

authenticity to leadership it's hard for an employer to argue that a blind person can't be a senior manager or

lead in organisation with offices across the country when they got somebody sitting right in front of them.

 Then what you give them is the super blind or super bleak mode where people

say you may be able to do it, but you're in exception.

 In fact, I've often wondered whether that was the case with David Blunkett were regardless what side of the

political spectrum he was on as a blind person he was able to succeed at senior levels of government when I say

to people did having somebody in the House of Commons with a guide dog reading statements from hardcopy

Braille , did that actually make attainable difference to the way blind people are perceived in general?

 Quite a few people have said to me probably not.

 People say he was some sort of unusual outlier.

 >> It certainly hopes to have as many

visible examples of people who are professional in their field and competent and being like everybody

else in being able to work effectively .

 this in New Zealand obviously emergent lockdown.

 Have you personally or your organisation got any takeaway from the

whole COVID and homeworking thing ?

 In the UK we have seen lots of benefits as well as challenges.

 >> We were very fortunate because of

my IT background we were incredibly well-equipped to switch to all of us working from home by the time New

Zealand went into its famous first novel format lockdown.

 While a lot were scrambling around we were just rocking along or working from home, so I'm really pleased with that.

 I have worked largely from home in my career for the last, I don't know, 25 years or so.

 At least two decades.

 I think there are many benefits in doing this .

 as someone who has a hearing impairment, if I was just blind by itself I will not be so concerned, but

when you travel anywhere being bombarded with sounds that are being processed through hearing aid

technology, to be absolutely honest it is quite stressful.

 Especially when you go to unfamiliar environments.

 The idea that more people are willing to do it and equipped to do it go on

Zoom or Teams and have meanings, I love this.

 It takes a lot of the stress away from the actual getting to and from NI more

able to be at my best for the actual meeting themselves.

 You have people who are absolutely capable of contributing significant

things to workforce, but it might be the time of day and which best to do that could vary from day-to-day

depending on their disability.

 Zoom and other technologies like it is really inclusive and another some

people do not thrive in this environment.

 I have staff members who are really missing in face-to-face contact, so we

will move into this hybrid type of mode, and that's the kind of thing that Zoom in Microsoft are talking

about anything about the future of work.

 I would like to hope now we are used to working this way we would be a lot

more inclusive.

 It interesting to me.

 Disabled people said, well, we finally have got accommodations we have been asking for four years because

everybody needs them they have been saying, welcome to our world.

 It's amazing every cloud has a silver lining.

 >> 11% of disabled workers reported

having challenges in homeworking due to COVID versus Tony 1% of the larger workforce , so that was really interesting.

 Zoom dysmorphia are heard about the other day where people are having body

image challenges after having spent however many months saying a version of themselves on screen in constant

Zoom meetings is blind people we are spirit of that at least brilliant.

 Looking for then briefly what are you most excited about other tech horizon,

whether it's personally or for your stakeholders in Workbridge?

 People who are going to be the future diverse workforce.

 >> I think when we crack the whole

self driving car thing, that is going to be enormously significant, particularly for people like me .

 Transportation is a significant issue , and why we have taxes and write your

services, if you're not familiar with the area.

 They can be prohibitive.

 I look forward to a world where vehicle ownership is reappeared you

summon a vehicle and they become a public utility .

 transportation is almost like a final frontier.

 I also think with glasses, the augmented reality glasses, is going to

be very interesting because at the moment we have lidar technology built into the pro-iPhones , and I have

found that interesting .

 Just the other day I was in an area we needed to maintain social distancing we are messed up and it was difficult

because people were working on carpet.

 I suddenly had this brainwave and I got my iPhone 12 ProMax out and I held

it in front of me with the wider enabled and I was able to hear where that person was involved in that way.

 When you put that technology into glasses I think it will be interesting

to see what impact that has on blind people.

 I think they could be the next significant disruptor.

 >> I'm super excited about both of those .

 they can't come quickly enough.

 Driverless vehicles have been just around the corner for quite some time now.

 Brilliant.

 We are almost out of time.

 I could talk for another half an hour at least, but each session we finish

off with a question from a previous guest and then asking if you have anything to pass on to the next one.

 Last month guest was Susanna Laurin.

 She is chief manager at Funka and the accessibility professionals to Europe.

 She had a comment was that when could she come visit you in New Zealand

because she absolutely loves the country and she had very nice things to say about the importance of the

work you are doing at Workbridge because that is obviously dear to her heart as well.

 Question was, when do you think there will come a time when disabled

children at school are asked the same question as every other child, which is what you want to do when you grow up?

 Do you want to be a pilot?

 Do you want to be a doctor?

 When will they get all the normal questions that other children get?

 >> That's a really good question.

 The first thing I would say to new Susanna is there are a lot of New Zealanders that would like to come home as well.

 It's quite complex getting in here as well .

 This question is so critical and to me it all comes down to mentoring on all levels.

 Some professionals really embrace that and interestingly some are quite nervous about impressing at.

 In my view when a child is identified as having an impairment, one of the

first things they want to know is what is likely to become of them all parents want the so-called perfect

baby, whatever that is.

 And they may not have an engagement with disabled people before.

 Suddenly they have this bundle of joy they have been looking forward to any

have a child within impairment in many just don't know what it means .

 people will react very differently.

 At the beginning I think it's a good those parents get exposed to adult role models as their children to set

expectations.

 Then education professionals have to be in the same boat and set high expectations.

 The critical use for me of those teenage years , I know that for blind

children, for example, once the teenage years started come along you got things like relationships and dating .

 Some people are so bombarded with messages about blindness that they have low self-worth and then the

advocates start to drive and you can do that either.

 That point especially, those kids need exposure to adult role models with the

same impairment that could help set high expectations to champion what often called the tyranny of low expectations.

 When it comes to career counselling, that's when it's really important that

disabled people are in the high schools setting as high expectations.

 It comes back to that classic phrase about nothing about us without us.

 We have to be far more involved in the upbringing of disabled kids in the

then we are at the moment.

 >> I'm getting quite emotional because

for me it was all those things, plus marriage appeared I could never assume that I would meet somebody .

 very luckily I didn't we cannot assume anything, all the normal stuff.

 And that needs to change before that is no longer the case.

 Thank you very much.

 Final question to pass on .

 question or comment to next month’s guest, who is Ted Drake, accessibility manager for the massive company Intuit

pick do you have anything you to pass on to Ted?

 >> Question would be, what is Intuit

doing, which is a great company, to ensure that disabled people of all kinds can succeed in Intuit to make

sure they are maximising the potential disabled people >> The , brilliant question.

 I don't know if I would have, but we are now.

 Thank you so much indeed.

 Keep up the brilliant work so if you just want to check that out, his name

I'm sure will bring them all up.

 Prolific in his work life and out of work life as well. Brilliant.

 Jonathan, take you so much indeed.

 >> It's an absolute pleasure.

 >> I will pass it back to any to do a

bit of housekeeping at the end.

 >> Annie: Thank you so much, Jonathan and Robin.

 There are a lot of questions we have to answer over the next few days.

 You will receive a link to access them.

 Finally, some information that might be of interest to you.

 We also run online training sessions on digital accessibility. Find out more at abilitynet.org.uk/Training   We have a special code to use on our training courses for webinar attendees – use the code **AbilityNetWebinar10** to save 10% on all our courses:

We have training courses available for various roles and coming up later this week it’s

Accessibility for developers - JavaScript and SPA Considerations on 14 October, followed by Thurs 21 October: Accessibility testing in mobile apps

Thurs 28 October: Accessible mobile development

Wed 3 November: InDesign accessibility

You can also sign up to our enewsletter for the latest announcements about digital accessibility, visit our YouTube channel and also download our podcast.

We also have a suite of accessibility services to suit all types of organisations, and

Finally don’t forget about our next**webinars which you can access at**abilitynet.org.uk/webinars

As Robin mentioned for November’s Accessibility Insights join us to meet Ted Drake from Intuit on Tuesday 9th November.

 Thank you again, everyone .