**Transcript for How to use the AbilityNet Digital Accessibility Maturity Model (DAMM)**

MARK: Hi, everyone. Welcome to our webinar

. I have got people arriving. It is

1:00 here. This is Mark

here from

AbilityNet. Hopefully you can see something

on the screen happening either your

name popping up in the Attendees' list

and the title of today's webinar how to use the AbilityNet Digital Accessibility Maturity Model

. If you were hoping how to learn the AbilityNet DAMM, you are

in the right room

. We are here with Adi Latif and Robin

Christopherson. Well, Kelly can you

go to the next slide. As people are turning up.

There are people I know. Hello. I just noticed the name

s list. I won't say hello individually but,

yes, there are loads of people

I know. We have live captions.

If you need them you can turn them on

click on the Closed Captioned button at the bottom of the

screen. You also can access them

using the UR

L www.streamtext

www.streamtext.net/player? Event

= Ability

Net. The slides we are using have been

published at slideshare.net

/abilitynet. You can actually see the

deck there now. That may be helpful to you to follow

and also will be available afterwards. But, more

importantly after the event we will also take a transcript

and take a recording and do an FAQ

and other notes to back up the session and that will be

available on our website

at www.abilitynet.org.UK/DAMM-webinar

. A few bits of housekeeping. If

you could avoid using the Chat because

it announces to anyone using a screen reader. But, please

do use Q&A for any questions you have. We are going to

use the Q&A all the way through. So, my

first question is: What are you here for? If

you have questions in, please start checking them

we have taken a survey, asked people around, using

a model already. But if you arrive with questions

, it would help me as to see what sorts

of things you have turned us trying to find out. So,

could you please -- please start asking

questions. We can see your questions,

answer them? Turn, save them until the end

. There is plenty of chance for you to interact. The soon

er we see what you are trying to get from the session, the

better.

Kelly, can you hear me? Yes, you can.

Great. Next one. Thank you. I am going to give it

a few moments and then we will introduce ourselves.

What's the time

five past. I will give another moment or

two to see how many people are

here. We have 56 signed up. We are about halfway

so that's wonderful. We will give it a

couple of moments before we get started and if

you do have questions, please start putting them

in so we can see where we are

pitching to where the information is need. This is a broad topic

fours. Please start asking the questions noun we will try to answer

them as we go

a lodge. Thank

you Anonymous and Tom first few

questions coming in that is wonderful. Helps give

us a steer. I am going to get going. I have two

consultants with

me from AbilityNet, Robin and Adi. I will get them to introduce

themselves

in a moment Robin, Adi and myself have been delivering

the material to paying customers for more than a year

. So we have lots of experience in using the model.

That is why these guys are here. They have the technical

, and

strategic abilities to show you where you are, where you want

to go, think about how you want to

get there. Robin, can you tell me a little about yourself

and your

experience in AbilityNet. ROBIN: I am Head of inclusion with AbilityNet. I have been

be with AbilityNet since 1986 well even before it was

AbilityNet. When it became AbilityNet in '98 I was obviously one

of the founding members. Yeah, they haven't got

rid of me ever since

and my role is in over seeing that -- well, helping

with marketing, helping with sales, advocacy

, working with government about policy, et cetera and inputting

both technical and kind of consultancy

in the accessibility team. We also have a workplace

team in AbilityNet and there is a cross over

when we talk about DAMM, the Digital Accessibility Maturity Model, it is about

people, processes and leadership and that we will

see as much as it is about tools and processes.

So yeah, it's a brilliant model

. Hopefully, you guys are going to use it to

great effect within your organisation. If there is anything outstanding

after today, you can still get in contact with us. We are

absolutely here to help.

MARK: Thank you very much. Adi could you give

yourself a brief intro

? ADI: Hi, everyone, I am

Adi Latif. I have been involved with helping to

develop the DAMM pretty much

from its beginning. I am an accessibility

consultant at AbilityNet. When I am not

delivering DAMM

work, I am helping clients to appreciate the importance of

accessibility. So there are a lot of speaking engagements

, whether that's to a

large gathering or to key stakeholder s in an organisation to

try and bring them on board to

appreciate the importance of accessibility to

take it beyond some technical

check box and make people realise, help people realise

that it's transformational for the lives of

real life human action beings. Past life

experience before AbilityNet, I have not been here

as long as Robin but my experience has been in he many

fields, including management consultancy. There

I was involved in helping to implement different types of

maturity models not to do with accessibility

; but different types of maturity models. So

I am a little bit you familiar in this

space. Courtroom that is it. Thank. MARK: Thank you very much, Adi.

Today we are briefly going to give you an introduction to

the maturity model. I guess for us it is a goal that

it is possible for you to do this on your own

. We published this in open source, made it

available in a publicly downloadable form

. You have documents similar to the ones we are

currently using. We are about to go into a revision this

will help us revise, update and republish them

. As a charity, AbilityNet's

purpose is to make the digital world accessible to

all. This is an element of the broader picture

. Putting it out there, enabling you

to do things for yourself. so, today, we are going to be learning about how feasible that is from your feedback and thinking about how we provide the support; and hopefully what

you're learning is where it all came from, how it works, some

of the Top Tips we picked up along

the way. We will go straight into the

second: Somebody who delivered the model so you get

some sense of what you are doing with

it, what it is about, what they are getting from

it. I call it a guided tour

. There is use of daily stuff you have downloaded. It

takes a bit to work through. Then we will get into Top Tips

and you will area from Robin and

Adi. Keep asking questions we intend to pick them

up quite soon in the process. We want this session to be

as much as possible driven by your

questions. Quick guided tour few Top

Tips then we will listen to the questions you have.

Before we do that it would be helpful to know

who is here, what the size of your organisation S we are going

to run a poll. How many employees are there in

your organisation? What is your individual area of work insofar as

you can define it? And how

confident do you feel right now, this minute, about implementing

the Maturity Model. If you could fill it

in. Is the poll running, Kelly?

I can see it because I am the host.

Just check it's all there

. (Pause)

. MARK: I can't see the poll so you need to tell me in terms

of managing the results the number of people who filled

it in. (Pause)

. It is here now Mark. MARK:

Yes, please tell me. This is obviously the challenge the two of us in different roles

. MARK: The poll is up there. 28 people filled it in

. We are halfway there. if you can fill in the poll

we can tell you what sort

of role you have. I

think it's interesting to see who is trying to

do the DAMM. Who is interested in

the DAMM. So there are eight of you to complete

it. Seven.

Mentor L. I am going to

close the poll . . . and I am going to share the results

for you [See Screen]

So

firstly, just checking that you can see the results.

How many employees are there in your organisation? The

answers are one person here is a freelance

er. Small organisation, between one and

50. There are three people. There is nobody here

for whom -- you are all

volunteers; so you are all at organisations that have

paid staff. The largest number is 12 people are

here from more than 250 people in your organisation. Larger

organisations, obviously there is complexity that comes

from that in terms of decision making, stakeholders, programming and planning and so on. The next smallest

number,

55% come from more than

250. Those in smaller organisations

, shout if we are off-piece. Things may not

apply to you in a smaller organisation. I assume we are

talking broadly to larger organisations

. Two people described themselves

as developer, four as UX,

five say mainly accessibility, compliance legal

is [See Screen]

Digital transformation one person, brand/marketing

, D & I and then other. We will

catch uplighter. It is a real mix. There is a

lot of accessibility knowledge

. How confident do you feel not confident

at all, three people said. Lacking confidence

said 13 people. Most people feel they lack confidence.

That's understandable. We have not done this

before.

I am okay,

18%. Confident [See

Screen] That is what we picked up in the surveys when we ran

them. We assume you are looking for a bit of

confidence and you will want to know how to get started. Certainly in

the survey feedback we got previously there

aren't many people who have their teeth into this

. There are some who fed back. Most are

at the starting line, want to know how to get on

. There are questions beyond that are we will try to

address. Next slide, please Kelly. Someone did the

maturity model think should be interesting four. Can you

play the video

[Video plays]

. Hi I joined leads on

the strategy for product, technology on marketing at Stepstone group who you will know

in the UK as Totaljobs. a colleague of mine has brought to

the forefront accessibility work a few month ago and

as a key player on the

job market we were actually worried

we were not doing enough when it comes to creating

accessibility products so we looked at the potential we had

and found the Digital Accessibility Maturity Model as a good way

to partner up with AbilityNet

and find framework and guidance how to do that.

That model itself felt like a logical

first step to understand where we are and what we can do together.

The DAMM process is mostly fuelled

by workshops, surveys and holding conversations with colleagues

across the organisation and for us as a global business,

that meant people in different departments but also locations

and going through that process has helped us really

have those extensive views but also self-

reflect on how we are doing so we have been able to ask question

s about what we do, what we don't do, whether

we are consistent whether we are supported

at well and for us that has really

helped us prioritising

and using the areas that we really need to pay attention

to. Going through the DAMM

process has actually highlighted to

us that there are some areas we never thought about before

. So because we work on the job markets we always

think of providing what is best in terms of product but

we don't necessarily think of how ourselves

as staff are equipped for accessibility

as well so the areas

around procurement we never understood as

much as we do now having gone throughout first

stages of the DAMM. So it's really helped us

be a lot more sensitive to the process

of accessibility within our environment

and ask of that from suppliers and people we

work with. If I had a tip to give anyone else

using the DAMM it would be to try to get people all

across your organisation to take part in the process

; and in roles that not only enable decision-making

and resourcing because there will probably be a lot

of work to do after the process but also having a

range of people who execute on that to understand their

blocks and barriers day to day. Most

likely the other ones will be keeping their managers and the business

accountable for the execution. For me it

was very helpful to have that range of colleagues in

the room during those meetings and to follow on with them as well

. For me the DAMM process has been of

massive help to Stepstone

group and Totaljobs because we finally started a meaningful

conversation on digital accessibility and

accessibility. For a lot of us it was a topic

to approach but one we feared paying attention

to because we didn't know where to start.

With the Maturity Model process and

the people we have involved in doing so we

now know how to get somewhere and

we also have identified a number of colleagues who

are definitely championing the topic and

the initiatives we are committing to. We know

we have a long journey ahead but have foundations

, building blocks. That is a massive step fours. That wouldn't have happened quickly or as smoothly

without this pros

sends the support of AbilityNet

[Video ends]

. MARK: Thank you. I think what you get from that --

bear in minds that

Totaljobs is paying us for the facilitation.

We held their hand. I think it is helpful to hear from someone

internally within the organisation said I think this is a

priority weren't sure where to start the

Maturity Model gave us a framework; there are lots of questions we Wong have known needed to

answer. The other bullet going to emphasise

a lot is that it is a collaborative process. Already people

are asking and it is a common question: How do I get the

right people in the room? There isn't really a

secret or solution, silver bullet to that. I

think you will find no matter where you start and how

slow it feels you are moving forked the other thing

is it is a journey and some of you are

on the first steps, some have a role you have already

identify: This is a requirement otherwise wouldn't have

given somebody an accessibility road. That framework is for

you to examine where you are now, where you want to get to and how you are

going to get there. I think that's hopefully given

you some sense of what people are getting out of this process.

what I am going to do now is show you a bit

about what you downloaded. I think it is

easy to get lost in what we shared with

you. Next screen, these Kelly. When

you press download you get a folder

with filings in it. We slimmed this down to the most

useful information. When we first started we had

seven, eight documents. The user manual is the

thing we are going back to see if we have the pitch right. I think we

have. We got

lot of discussions before publishing this. If you

don't read anything else, read this there are slide deck

s, very similar to the ones we use with our

customers. I will show you this if it

hasn't been clear. There is a Report deck

. We produce a document as a report or a deck sometimes both. The

deck is obviously a simpler

route into highlighting the priorities. I think the report for us,

when we produce a report terns to be a deeper dive into

some of the information. So we do produce a

separate Word document for some clients.

The final report really gives you a sense of the headlines.

I think, for taking it on yourselves that is probably the

place to go through first. It may be that you

need to dig a bit deeper into some of the stuff.

They finally there is a core model a grid that shows you

how to measure where you are

at the different dimensions. In any of the boxes it

is a

5 times grid.

It is a seven-step process. It is in

the user guide. We give a little information about each one. The thing I would

highlight when we are talking to clients is that we say

those two workshops right in the middle they are the bits

that really bring this process to life. Whether you have two,

three people in the room. We have had up to

40 or 50 people sometimes in the workshops. That is a chance

for other people to hear what other people are

saying, get alignment, share knowledge, begin

thinking what you can do together, sort

of discuss priorities and also to move into

workshop two. On feedback: Well

, do you think this, do you agree, is this okay?

The workshops are really participative. The

first is about listening to what people are talking about;

what concerns they have end the second is really checking in on where

they think they are now and getting some steer on what the priorities

are. So if you are running this process yourself,

those two workshops are a chance to bring in other voice, connect

and engage with other stakeholders. We also

know that is quite difficult to do from

the standing start. When we work with clients we always

say just put the two dates in the diary, invite

everybody you want to come to them, make sure they are a distance

apart, two, three weeks apart and give yourself

a couple of week' notice. Don't wait

until everybody's signed up before you run the workshop

. People we find come to the first workshop, you share the resource

s around for the second and a

loafed other people turn up because they realise what they have been missing out

or what topics you are discussing. They are quite important pillar

s in the process that might be lost in all of the stuff

you gathered there. And hosting that meeting

and pulling people together is often the most intimidating

part of the process to some extent because

you just don't know who's

going to com if the right people will be

there. More people come to workshop

two. Don't wait for them to come to workshop

one. Keep the process rolling

forward other things we have seen people do which you could is present the findings

. That could equally be a shared space.

You could get a couple of people to comment on particular actions.

That is a workshop potentially. So you almost

can have three sessions where you have brought everybody together.

That is an important part of the seven steps. The planning,

research, drawing drafting

, action plan. But having people in the room

, their questions, answers, comments is a critical

ingredient. Next slide,

please. Another important element is you have the scale we created.

This is not unique to

us. Adi mentioned Maturity Model

s they work in this way, give dimensions,

leadership, process, capability and procurement. We have kept

that simple. Other models have a lot more elements

to them we have also adopted a very similar sort of

scale of level 1-

5 informal

, defined repeatable

, managed, optimal

: We have given direction. . If you are doing this you are

probably at Level one, doing this at level two.

The process is for you to try to work out what

is where you are on the grid. Our resources help you

place yourself on the grid. But the overall

resource is if you are at level

two for leadership next step is to go to Level

three. You might jump to five but

more likely you will

find something going to Level

three. Keeping it simple, you are at level

two for example, go to Level three then four.

The grid is a framework nice and simple

you can use and share with others. This slide features in

all of the decks to show people where they are on the

scale. Next slide, please, Kelly. This is deliberately -- you are not meant to be reading this.

For those of you who can see it, this is what the grid look

s like if you stand a long way back

to it the same five by

five but with deal, sets a goal for the dimension,

gives you bullet points you can use. We

may adapt it in the sense of how adaptable

and useful the bullet points are. We have gotten to the

point where you really publish this. This is us using our

knowledge and Adi and Robin's experience to say

this is a good way to judge whether you are at Level

three or two. I have obviously shown you the

whole picture. That is what the grid contains. What we have added

is taking a practicing make it view for you.

Have a look at these, see where you think you are on

this scale

. Nicks, please. If you are want to know

whether you are at level one, two, three,

four, a have a look at the things in the boxes in the grid.

Level two the vision statement is

drafted (Reading) [See

Screen] We are saying you need to have a vision

for why you are working in this

area. Totaljobs Mimouna mentioned. Want to be part of the

employment space. Have they stated that, put that down? Is

it clear to people? Is it in their business plans?

On a completely separate question at Level

3 do you have an accessibility statement on your website and

up apps. Are you doing the work to make sure

that your website and apps you are delivering to customer

s, internal services if

that is relevant? Are you identifying the accessibility issues that you know

about and sharing that knowledge. An accessibility statement is part of

that process, fulfilling your visit. so that is what that

grid is for and it's got the detail. We are

not going into that today. We can answer individual question

s about those bits and Bobs. Depending

on your organisation some of that makes

more sense than others. You should know right

across the scale: Are you confident you have a clear vision

of why you are doing this or at early stages really need

to work on this and get senior level buy

#NAME?

ing you place on here where you are then looking to the

next few squares ahead thinking which of the

things can we pick off in terms of the things that make

sense of things that we are part of. Can I have

the next slide, please, kill. You then can see the

logic is that you can place yourself on the scale. So

this is one of the slides in the downloads.

This is an example where this organisation is saying

there is level 1 for vision, level

2 leadership, level 4 processes

4 processes, level two for capability and right up at level

5 for procurement. The obvious next step for this organisation is

to look at Vision which seems weak compared

to the other strengths it has and maybe leadership and capable

at level 2 it would be great to

focus on these level four and

five, process of procurement might be

worth having a nibble at that, to see if there are hole s in some of

the stuff being worked on that could be improved. But

they are only trying to move to the next square along

in any of the areas. This

broadly giving a map of where

you are at and a map of where you want to go.

You can go back to the grid

to see. In the first workshop where

are, second where you want to go

, next steps. Looking at the grid, picking

out the steps and the way

things that might be useful to you to

move on. Next slide, please, kill. Pretty good on that.

Said we were going to go to

1:30 to be ready for Q&A. I think we are. I am going to pick a

question off the list here. Certainly, if you have questions about anything

you have seen, anything that has not been addressed so

far, please start dropping them into

the Q&A which I can see in front of me

now. I will

start gauging with Robin and Adi on that basis.

I am going to pick a common

one. How do you make it case to business leaders

who have many priorities that it's worth taking the

first steps in the DAMM. I chose

you, Robin as the first person

. See the relieved

look on Adi's face.

(Laughter) MARK: You have been involved in this

since 1996.

There is a surge and interest in diversity and inclusion.

That is a shift in the past few years we have not

experienced before. I guess the starting point is it is

always difficult to make the case for

this sort stuff isn't it from your experience or rather

certain trigs you can play with

. ROBIN: This is a

strong business case there are carrots and sticks.

Four, five years ago we would hear the question why

should we bother about accessibility. I am not even sure we have

disabled customers. You know, it has been a

legal requirement arguably since '

95 the disability discrimination about

. And certainly 1993 a memorandum was published

that made it clear that digital was part of it

and the Equality Act made it really clear. I don't need

to mention the accessibility bodies, accessibility regulations

that came in 2017 really made

someone it is up and listen. For the first time ever the government identified

a body for Monday touring and another for

issuing finds. Because

it is a government practise we can put

in FOIs to

find out who has been transgressing, who has not levelled up to compliance

across the pub sector. This is

for people who procure in the public sector as

well. Unfortunately Brexit we did not

get equivalent legislation from Europe which

covers other sectors. It is a legal requirement and the

business case is very strong. Where do you get that information

? Well we have if you search for business case on

our web say, we have a downloadable brochure, loads of articles

and information summarising why it is a very compel

ling business case. There are recent publications

like the click-away

Perform

Performed that identifies the spending power out there

and how easily you can use that by

accessibility. Even though disabled customers

are tenacious -- Adi I are blind. We work hard

every day dealing with accessibility or poor usable. Even

technical compliance to the guidelines doesn't mean that we are

going to have a good experience. So,

we really try hard but often we

just don't make it. So we will definitely go elsewhere if there is an

alternative service or site that we could use or maybe go

to the mobile app or whatever it

is. Accenture have done a brilliant report

if you search for that with

disability business case. It is the right thing to do. As

Mark was saying, I think everybody is on that

page now. The diversity kind of carnival or festival is brilliant

but disability that community tends to

get for again in the overall kind of celebration of diversity

. So organisations like the valuable five-

, Caroline Casey if you

contacted them, said, look, we have

got a C Suite that are unconvinced,

then she will come and really do a

job on them

. Seeing that people have sufficient times to be able to do things.

After the DAMM process, it will be as efficient a

process as possible. So, it will

be business as usual, really. This is going to get you to

that point. But, yeah, if you need to --

people to be convinced,

then, Adi as he mentioned earlier, will go and

do a job on people

too. ADI: You make me sound like a

hit man (Chuckling). ADI: So,

use people like

Adi and Carolyn to convince people. The

carrots and the sticks are brought together in nice, digestible documents with loads of research to back it up. Anything

there to add, Adi

. ADI: Really comprehensive. I also would just add to

that, it is important to see what

your competitors are doing in this space as well. That can

be a quite good source of motivation

. So, if competitors are slightly ahead of you

on this journey, then, sharing

their examples is also

-- because accessibility is progressive, it forces you to

make a more inclusive product; making a better

product

. Accessibility also is not just for your customers. It allow

allows you to -- the DAMM process allows

you to look at your

o see where there are gaps in the digital accessibility of your systems,

in a way. If they are not accessible then you

can't have people with disabilities working for your organisation,

making it less diverse and that obviously

impacts your products and as much as. So

, yeah it's good to bring that angle into

it also

. ROBIN: If you are using a phone, July being it

in your hand, noisy cafe,

bumpy bus,

shiny glass, sunny day, everybody accessing your services

have the same requirements just for a shorter

period. If you have inclusive products and services

compatible with the guidelines compliant

and have been tested ideally with end users

with lived expense experiences either within your

lived experience or customer base we can help

out as needs be. Your products will be much

easier to use, extremely usable.

For people kind of using them in extreme

edge cases most people mobile on

a daily base it will be a better product as well. A lot

of the user case documentation I talked about before,

points at this as well. We are not actually just talking about

disabled or primarily disabled people. If

you just go by the numbers with the smaller group

that will be helped by inclusive design,

the guidelines to get you there happen

to have been written for us but you are going to

benefit every

user. MARK: That is really helpful. I will add in a couple of things. I think

when we encounter this question as we do

routinely -- you know, we generally are

brought in by somebody who thinks this

would be a good thing to do, maybe a customer we have been working

with sometime. They don't feel the case is made, don't feel

they get the support they need or resources they are

expect it has been

true sometime we refer to this lone evangelist

, people who think disability is a priority. Possibly

they feel theatre only one in the organisation who gets it. Now, that

shift is happening over the last four, five years

. I am thinking what we have done at

Tech Share . I still

think it is the case that you probably are an

advocate for change in your organisation that others are not

necessarily understanding or prioritising.

There is no silver bullet for that. I think the reality

is still there, particularly

around disability particularly around digital accessibility. Those are in a sense poor cousin

s of other inclusion and diversity topics and

I think another part of that is that

the tech can feel quite challenge: How do we

make our product is accessible? What does that mean? What is

working? How do we test this stuff

stuff? There is lots of detail in there that can get

in the way of people joining in the process. So

it is very understandable, I think, that it can feel

that you are really pushing water up hill

at that point first, just set the scene and say you are not alone in that

. There are lots of other people around you trying to do the same thing

. There is a network on LinkedIn

Champions of Accessibility network full

of people once in that lo

ne evangelist

role getting connection. Many set up champion networks as

a means of mobilising the people

they support that sum asks up to me in

a mantra: You go with the stones you roll you are not

going to change everything all at one time. If you

issue an invitation to

come joint Maturity Model pros; it has to did with disability, show the

resources, the people get it are the ones who turn up

and the ones who turn up are the ones who are

going to make things happen. Don't

hold off because you don't have senior buy-in from

everybody you think of. Have tactics

to show people and bring them in

. Keep movement you can keep moving even if you are only addressing

one small part of the picture you think needs to be addressed

. That process drives you forward to the framework, brings

credibility, opens doors to communication that you

didn't have before. So it isn't the answer that

brings people in but actually by

moving forward they may turn up and join you as well. I think

the other thing to say that I think

is a current tactic worth addressing is to look at where

diversity and inclusion has got to in your organisation. I has

been a priority for organisations a long

time, particularly the organisation here. There is a

ceiling people hit with question and inclusion. There are other issues

where technology and accessibility won't be

such a key question around disability inclusion

within the workplace, your customer base and all of

the other aspects of D & I. There is a

technology component. So there is a ceiling you will naturally hit

. So if you engage with the D

DI leaders there will probably

be an element of accessibility, a lack of progress in that area.

So what you are doing is going to where they are working and

trying to identify problems that they are trying to solve and then

try to fit the Maturity Model around that

rather than bring them over to a completely new territory. So

you are looking for where in the organisation there might

be blockages already where this is sort of well comment

we haven't anybody here from Legal and

Compliance. For a long time our work was driven

by compliance teams of people like banks

says saying there is a risk here you need to address that. That is still

true, quantifiable and still organisations

see addressing risk as much as a business benefit.

Be aware internally there may be people who are interested

in the fact that they are actually

-- Robin skipped through the laws of legislation

. They are interesting, and out there. If you trade in the US in particular

, if you have any footprint across

Europe, things are changing rapidly

and your organisation may face risks didn't know

they had. These are all hooks you

can hang O people may say I am here because I

need to understand the legal risks. They are all there, there is lots of information on our

website about and out

there about the business case. You have

to make sense for your? The other thing we say from people

we are working with saying please don't stop,

wait, hold off until everyone is on

board. Take the first one. You are looking at a

six-knowledge action plan at a minimum. What are you going to be doing

in six months' time? Maybe revisiting the process

, getting more people involved drawing them into the conversation. Maybe

this is as much as you achieve. But you

will have a framework. Stepping stones you can take

. So I hope that helps. Looking

at milestones and small steps. I like this

one. Adi if you are

looking at people you worked with, what sort

of milestones could you kick out? How

do you know things are working, moving forward if you are the

person taking this on, what are you looking for in the

early stages and onwards. ADI: Yeah it is

a good question. I think one of the statements you mentioned

: Go with the stones that roll. I think it is important to understand

that it's a journey.

And you need some momentum. So if

you can find perhaps actions

that are quick wins, low-hanging fruit

, to get a little bit of movement, I think that's

important. Because what can happen in the process is that

you can

become over whelmed. We showed the grid earlier on,

where people, as an example, a grid where

you could see where the

organisation -- an organisation was in

the five dimensions. I think procurement was at five.

I don't know what organisation that was, Mark. MARK: (Chuckling)

. That was obviously a dream land on that

one (Chuckling). ADI: Yes. A lot of the time most organisations

are at the beginning for each of those dimensions.

So what can happen is

you end up with a really long list of actions and

you can get into overwhelm because you don't have the budget or the

resources to get those actions done or the

expertise, perhaps. So it's really

important to understand, have a list -- you could have a long list of

beings as a little wish list

; but start off with a manageable list

of a few actions that you can do and it's

really important to allocate those actions

to people in the organisation and that will help

you to kind of get some momentum

, move forward and you can have a long list of actions

that are the key ones that you can hit.

I think at beginning it's really important that you don't get

overwhelmed. Robin did you want

to add to that?

ROBIN: Sorry about that, I was turning my fan off

because I was so hot. And then I couldn't

find the Unmute. Big milestones I think at the earlier stages as Adi says don't get discouraged that you are going to

find yourself at level one or two that is the

normal please then how on Earth do we

get up to level five. Little by little as

Adi was saying. I would argue some of the success

cry teary some of the items that you

can tick off or put in place earlier

on I would argue are milestones because they are absolute

ly foundational in terms of pulling

some resources together so people know where to go

, getting comms out about those

. Setting up a champion support group, network or tribe

or clan, all of these words are used.

Getting people on board and getting moment up

behind it isn't going to be potentially challenging for

you. I would argue they are milestones

and will help bummed the momentum going forward. So I

think, yes, early on, don't get discouraged

. Those are sort of doable things that you can put in

place that actually will feel foundational

and feel quite big when you look

back and how they will help the process.

As Mark was saying, how much many people you can get around

the table in the beginning, going you through the process is en

enlightening even if you want to revisit

in six months time and we would argue that

you should revisit six months time

seeing that how many of the points you have been able to

knock over and how you

can progress. Getting the C Suite buy

#NAME?

agenda, getting it into people's job descriptions

. Making people have ownership of it. Getting some comms

, internal comms out saying guys there is

an accessibility in oafs, let's start using it, please.

Particularly people who are going to use Word

or Outlook email for external-

facing comms and marketing,

et cetera. Because this will make a huge

difference in the level of inclusion that

you have got both internally and externally

as well. There are simple early wins that you can

look back on saying oh, wow

they really helped us get momentum

going. Is. MARK:

Those or really helpful tips. I was thinking about some of

the people who worked with who started off as

the lone evangelist. It

was not obvious where the support was coming from. When you

run the meetings you don't necessarily know who is going to turn

. There are a couple of clients I

can't name but they are big organisations and somebody turned up

to one of the sessions, the person who was our client

didn't know them well. After the meeting they said that was

fantastic that person was there because I never have been able

to connect with them. They didn't connect with

them before the meeting but they turned up at the meeting and that opened the

channel of conversation. That became for them a milestone

, to beginning getting that

person hooked in and work together on collaborate on it.

So they could come from any corner. This is a

massive organisation. It came from in terms of

the person's role. The other

thing I would mention that we haven't yet that

person was interesting because they were the lead in the

disabled employees group.

Firming allies where there may be a natural connection --

their job role was separate. They happened to be the lead

. And they were at a senior level. In the employee

s group. Looking for places where there will be allies

and connections and try to find the links,

building. See what they are working on, how much they

connected into the disability strategy. That is why we are

saying just get going, there will be things for you, you

will find these connection.

ADI: I think one of the beauties of going through the DAMM process,

people tell us the actual

fact or the bringing of different people from different parts

of them in the one place talking

about accessibility a lot of the times this is the first time it happen

ed in the organisation. Just the conversations and

the insights that happen from doing that process is

a quantum leap for a lot of people with respect to

accessibility. So, just going through the process

is a really powerful exercise.

MARK: Yes. One other question. I think this

moves us nicely into the

advanced section of the questions. What common barrier

s do you experience moving to higher levels of maturity

on any of the scales and how can you overcome these.

So, I guess at the early stages we tend to find

awareness, roles, responsibilities, people building

it into their work plans, having a single

place they find things, following common every day

practise. As we move into three,

four, five we look at people optimising being really good at this. I think we have worked with

organisations good at this in various

ways. Robin, barriers in an organisation strong in

process, threes and fours what are the next step

s for them and how do you build that into the next stage

of development? ROBIN: I think

the main challenge and it comes back to the

headings of the Levels which is defined. When you define

at level 2 that means you know what you are doing.

You have the job description in place, have guideline

s that people follow. Going

on to 3 it is repeatable''

repeatable' means that people start

to do it.

Processes have been optimise

ed such that they are gl into what people do. You

not only have the documentation. People know where

they are, start referring to it, know how to use the tool

s. You have defined some interrace.

Now you are rolling out that training and it is repeatable, brought

into people's job descriptions, on board, that

sort of thing. So people start to be aware of what to do and

have the skills sets to do it. Then

level 4 you have managed which is really it is embedded

and it is business as usual. People know what

they're do? You are looking at the most cost

efficient, least surprise-

driven approach. That's really, really good. If you can get

to level 4 that is absolutely brilliant

. Level 5 with optimised you start to

take -- what I would argue is an optimal

internal situation at level 4 and outreach

is level 5, so taking that best practise,

reaching out to networks, to other organises,

sharing that best practise, being active in the community

and you do actually learn from that. It's a very enlighten

enlightening process. So, you will improve at level

5 but that's really about having a really

good internal set yon being able to share that with

other people and learn from other people. So, once

your house is in order you can really start -- you

can do it a lot sooner, obviously and

we would argue you should do that to help get to

level 4. But you are really active in that

community, will present at Tech Share

Pro sessions and should be attending those sessions to help with the

overall journey. But, yeah I think that kind of

gives the shape of it (

Someone coughing). I can't remember

the original pressures. MARK: The barriers

likely to be around resourcing you probably went from the stage

of low hanging fruit and other

stuff and probably crunchy territory

. ROBIN: Earlier on and the barrier or challenge

is around making sure you are monitoring

internally and everyone is doing what they should be

doing. The hard work is earlier on. Much

earlier on. MARK:

Adi do you have anything to say in terms of

pushing organisation into the upper level of

achievement. ADI: Definitely training and resources

. As Robin said it is harder at beginning.

Once you have people on board, the vision in place, the leadership in

place, once your processes are there then it

becomes business as usual. As

Robin was saying at Level 3 it is repeat

able. Then I think it does become easier.

Stage 4 is

a manageable stage, that is when you monitor

the accessibility program is at the top table. Deliverable for the

organisation.

When it is embedded in the organisation it becomes

easier. Lower down, the challenge

is really budget and time. but what we realise

is as Mark said sometimes you don't know who is going to be your

ally and who is going to help you in this process. It

is really key, later on, to talk about, create a buzz

, create awareness. Once people are aware

of the benefits of accessibility it affects real-

life people, then people get on board a lot of

the time from not being aware

.

MARK: I think as well, thinking about who we worked with

, that initial stage of awareness, you need to keep repeating

it. You know, it doesn't just happen once.

You don't just run one -- have

one disabled person talking at your company Day

and then suddenly everybody

understands, bringing people into the conversation, thinking about how

it relates to their work, the

empathy and personal connection.

Relatives and friends will be as meaningful as what you do

in the workplace. I think that foundational

part of it, thinking about how individuals even understand what we are

talking about in the first place, that is an ongoing process. That

doesn't change at any particular level. It is just that you

may have more senior buy-in and resources at your

level. Certain things you continually need to go back to

: People don't necessarily know what you are talking

about. You need to draw them in and feel comfortable

and safe talking about this. Question here: Does

it help if the organisation has a clear disability policy

for both employees and customers? My answer

would be that that would be fantastic

of and action to take.

Trying to remember if we lean the on anybody like that. That would

be a useful connection to make. If you do have that

, that is an obvious connection to do it upon.

I am wondering, can you think of anywhere we are seen

that in action, the internal approach told disability and inclusion

has been a real signifier in

terms of Maturity Model?

ROBIN: I think it is important in the accessibility

champions network not just to go

for like mined developers, designers, who feel passionate

about inclusion. If you are a large enough organisation to have an E

RG for disability or just a diversity

ERG then definitely get them on board as

well. They can be advocates. They can

advocate on your behalf

at the C level or wherever it might be

. They would provide valuable input because they have

experience et cetera et cetera. I seat two as being almost hand

-in-glove. An organisation that doesn't have

anything to say about disability internally, you might

be up for

an up hill struggle to get sign

off on sourcing and resourcing.

We get diversity

policy that is do not

cover disabilities, it is not even

whispered.

MARK: I think the disability

element of that diversity stuff is something if you are

looking and I side your own organise the

people saying disability strategy and policy is not strong

enough, they would welcome your support. Because that

is who we find turning up at these meetings

saying oh, yeah, we have got that problem too. Nobody

is really listening to the

. If you have a strong disability policy and

key leaders in the area, that would be easier to

get them on board an ease

rather sell than the people not involved in that. I am taking

the last question there. I am looking

at there is also a question here about different lived

experience. I am going to quickly

read that. So how do

disabled people keep up with all of the different and specific

abilities beyond their personal lived experience? If there are group

s of people within the organisation focusing

on the needs of people with particular disabilities and impairment,

how do we connect that across into a bigger framework.

I think that is a really good question. I think it is a

part of the challenge of maintaining an accessibility

plan and Maturity Model: What

it is connecting to in other activities because it is not

only standalone. Neurodiversity

is obviously something people are more aware of

than a few years ago, probably hype the agenda

. That does not mean it knocked the other

issue s in second place they need to be

handled in different ways. We are juggling the

priorities. Look at ways to connect the

events. Need to continue to bring aware

ness and repicks attention on an

ongoing basis it is not a one-hit wonder,

it is an ongoing journey. The

framework has five dimensions in it that are useful. We have seen

it in action. But it is subtle how you interpret

that in your organisation, so you will look for opportunities

to connect. So I am going to run a poll now and

the poll is: After attending this session,

how confident do you feel

implementing the DAMM

now

[See Screen]

Obviously we want loads of 5s.

You still may not

be as

confident as you want to be T maybe we have pushed

it. We are conscious it is

very different when delivering for paying customers. We

have time allowed to work with people

we obviously have relationships with people already

so know people in the organisation. That is typically who we

delivered it for. In the case of trying to imagine

how it works four you, downloading the lovely documents

and magically making them work, we are interested in how big

the gap send how we can help to fill it. As well as any

questions you have answer -- asked today,

we will document these we will share a survey to you. Please feed your

questions to us. This is the end of the first year

fours of having the Maturity Model, working with paying customers, building

the model it is we are confident we have all

of the right ingredients there. We need

your help to make it work when you are doing it we are not

in the room. You can help

with that. When you see the survey post event and

have any other questions for us, please, keep asking us

. There is lots of stuff we can do to help

we are thinking of training courses in the future.

We have resources we can share. We

think they are in the documentation if not we will add

those as we go along. Please share something

you think would have helped when you first came across it we

can do to make it all likely to work

four. I am very pleased to say that there is nobody who has answered

the question -- there are only 15 of you

left from 25, 30 earlier. Nobody is lacking

confidence or not confident at all. Four of you are okay

about it, five of you are feeling confident and

one person is feeling very confident.

Great news and a shift that we have done something positive

to help you. So I think the final stage for us,

really, is to say thank you for coming and thank

s foreign gauge and giving us some questions

we can answer. The next step is over to you.

If you want help, those of you into filled in

the survey and asked for the 30-minute

consultation that will be with Adi or Robin, that

is a chance to dig deeper in your own

questions about your own organisation. I am not quite

sure what response we had to do but if there are places

available we will find a way of adding the people who

attended saying you showed up if you want

another 30 minutes of time attention to your own question

s we would love to give you that support as well. That

will be something that will come around once the dust has settled

on this particular process

. Our final mentions for AbilityNet stuff

. We have a 10% discount code if you want

to do more training. We have lots of training

, digital accessibility legislation anyone talking to

compliance team. And accessible social media.

Loads of training courses we run. Affordable

training. Online only at

the moment. AbilityNet.org.uk. We sell this to

customers. It is possible to buy time from us

to help run the process and anyway we have

all of our accessibility services that maybe relevant to you

. Make sure, if you need help, that you are speaking

to us. Although it says sales there they are not

a sales team? Quite the way you expect. They are really

up for talking to you about what you want to do. They talk

to people every day are clear about the priorities that you

have and resources you may find useful

. We do not sell you anything that is not useful to you

. They may be good to call as well as anyone else

to get a sense of what you could be doing in the organisation

. Cool so other questions and commenting are coming

in here

Jo says four or five confidence

. Thank you. Do get in touch if you have any questions

. You will fill in a survey. We are going to send it to

you. We have a study

with is Sky

Scanner (phonetic). Working with them

to implement themselves and the newsletter

you can hear about our future work

in this area. Thank you so

much, Adi and Robin. As I said in the beginning we have been working

together on this sometime. So I know that you

have two people here who really

have their hands dirty (Chuckling) on these sorts of

questions over time. There are plenty

more nugget s in there. If you have not booked into the

30-minute session these are the people you will be talk to

and give you personal attention.

Thank you very much we will see you very soon, hopefully.

Thanks Mark