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| Transcript of Accessibility Insights webinar with Paul Smyth of Barclays – September 2020Hi guys |
|  |
| hopefully you can all hear me fine |
| it's robin christopherson here welcome |
| welcome |
| thank you so much for coming to this the |
| third |
| episode or the third session in our |
| accessibility |
| insights series where we have |
| briefish chats with the top names |
| in accessibility and digital inclusion |
| across the globe and absolutely |
| uh fitting the bill in that category |
| is this month's guest who is paul |
| smythe he's dead head of digital |
| inclusion |
| at barclays one of the leading retail |
| banks in the uk |
| uh paul you want to just briefly say hi |
| and then i'm gonna do a bit of |
| housekeeping before we get kicked off |
| yeah sure hey robin hi um hi everyone |
| and yeah |
| what what welcome to this um this |
| serious podcast |
| looking forward to it brilliant thanks |
| paul |
| so yeah um certainly is going to be |
| going out as a podcast as well |
| if people thanks for reminding me yeah |
| if people are interested in getting in |
| podcast form |
| then just search for techshare pro |
| techshare is one word |
| techsharepro and there's loads of good |
| content in there as well |
| it will also be going up after the event |
| on youtube and other places and we'll |
| mention those |
| at the end a bit of housekeeping at the |
| beginning |
| so if people are needing captions |
| then you can just tap or click the cc |
| button |
| i think at the bottom of your screen you |
| may know already or you'll certainly get |
| the picture very quickly that |
| i'm blind and paul as well as visually |
| impaired maybe you will ask me about |
| that |
| a little bit later on but yeah so um if |
| i've got that positioning wrong then |
| apologies but hopefully that cc button |
| is uh apparent so that you can just tap |
| on that to get closed captions coming up |
| we've also got them available in uh on |
| screen here we've got a url |
| to an alternative stream of those live |
| captions |
| if people prefer to have that |
| alternative |
| format from |
| streamtext.net and the url is a bit too |
| difficult to read out there but by all |
| means go there if you want to |
| heather is our very capable |
| captioner live captioner today so thanks |
| heather |
| there will also be the slides available |
| after the fact you've got the |
| link there and similarly show notes |
| and a transcript full transcript of |
| today's conversation will go up on our |
| website as well |
| so please do check out after the event |
| if you want to catch up on exactly what |
| we talked about |
| but let's get cracking oh it mentions |
| about q |
| a if you want to ask a question |
| unfortunately the former isn't to |
| respond to those today but you can |
| certainly do so |
| and we will compile those and bring |
| responses after the fact to everybody |
| that is |
| present today on the webinar or who has |
| registered with the webinar but we won't |
| be responding |
| to those today and we have a feedback |
| form if people are |
| interested in providing us with some |
| valuable feedback so we can make these |
| sessions as enjoyable and informative as |
| possible okay then so let's go on to |
| the next slide uh sarah is kindly |
| driving the slides for me today |
| so paul welcome thanks |
| again for attending and we always start |
| these sessions |
| by um a very uh important question |
| what's your poison what hot beverage |
| cold beverage |
| are you um using to bolster yourself and |
| get through the ordeal |
| get me through like yeah i mean |
| i mean i think i drink a lot of tea and |
| coffee um |
| i've just moved house a couple of weeks |
| back and being a |
| um being someone with diabetes who moved |
| in a heat wave you know i've dropped a |
| lot of sugary drinks |
| uh what i've got at the moment is a um a |
| big glass of squash but again |
| it's a vision thing it's not really a |
| glass it's a big bright colored beaker |
| because |
| glasses are largely a bit of an accident |
| waiting to happen in my house |
| it hasn't got like a spouty thing on top |
| though no |
| tommy tiffany no i literally just |
| knocked my tea |
| about five minutes before we started |
| recording today and i was doing a bit of |
| mopping up |
| but yeah so sailor v |
| okay then so question number one i just |
| had a note that says sarah's stop screen |
| share so hopefully we still |
| got the slides up on the screen um so |
| question number one kick off barclays |
| has obviously made a |
| huge progress when it comes to |
| accessibility and digital inclusion both |
| internally |
| and externally so can you give us an |
| idea |
| excuse me of how you manage to |
| pull that off i'm thinking about the |
| business case really |
| internally because you know there is a |
| certain amount of budget |
| maybe not um as much as people might |
| think certainly not if you do it in the |
| timely way |
| so how have you won the business case |
| too and if you want to briefly explain |
| some of the |
| um advances that you've personally |
| experienced and potentially potentially |
| even been responsible for |
| in recent months and years sure okay |
| well you know |
| thanks robin and i i guess you know |
| before launching into that you know in |
| fact thanks for the invitation |
| insights um webinar really thanks for |
| what what you and the team do while |
| we're at abilitynet for just shining a |
| light on on the accessibility community |
| and you know these webinars which really |
| help to um |
| again to get accessibility leaders to |
| show what we're doing to champion to |
| prioritize accessibility and really to |
| act and amplify the voices of the |
| disability community you know |
| more important than ever in this time um |
| i mean i mean |
| you know you're questioning it what's |
| the business case with accessibility |
| it's for why question right so why |
| organizations should start |
| bothering to think about and do anything |
| about accessibility and perhaps why |
| organizations should continue to do more |
| around accessibility um so with me |
| leading accessibility for barclays for |
| the past 10 years i mean we've learnt |
| a lot over that time i think the |
| accessibility |
| business case always brought that boils |
| down to sort of three things about |
| the legal requirement the commercial |
| opportunity the the moral imperative |
| and i think often organizations that are |
| maybe lazy and just accessibility is |
| something legally they have to do i mean |
| they really think more broadly and |
| deeply |
| about what it means and why it matters |
| for them |
| so you know bach plays the journey we've |
| been on we now have a public ambition to |
| be |
| the most accessible footsie company |
| something we're seriously committed |
| about and maybe some of the things that |
| have helped us over |
| the time again senior leaders for our um |
| are really active sponsors and about |
| creating opportunities to really meet |
| real-world disabled people and hear from |
| them about the challenges they face |
| to kind of remind ourselves that it's |
| not about |
| checkpoints that we failed but customers |
| that we're failing when we when we get |
| accessibility |
| wrong you know we've also |
| done a lot to think deeply about what |
| accessibility means what matters for us |
| for barclays for our |
| organization and sector and that's about |
| making sure that |
| all people can use our our banking |
| products and services or be employed by |
| us |
| regardless of their abilities their |
| situation their circumstance |
| and making sure the digital things we |
| build you know |
| it creates a positive experience for |
| everyone and we don't unintentionally |
| leave out or leave behind anyone |
| and it's really sort of powerful to |
| again have that clear sense of |
| of purpose around accessibility um you |
| know we've seen a huge amount |
| of benefits that accessibility brings |
| from you know having |
| um more customers and more happier |
| customers |
| about the user experience about |
| bolstering your brand and reputation |
| when you get it right about mitigating |
| the legal |
| compliance financial reputational risks |
| of getting it wrong and doing nothing |
| and really how when you lean into |
| accessibility inclusive design it |
| it sort of leads to a more diverse |
| workforce a more creative and |
| um and productive workforce um you know |
| not to mention it's good |
| good for business so i think over the |
| time we've always been trying to shift |
| for why we do accessibility less about |
| the legal have to do |
| and more about the commercial and moral |
| want to do |
| and i think when i step out more broadly |
| and think about you know the work i do |
| what's within the bank as a disability |
| um sector champion for the government or |
| for the um |
| work coaching of the business disability |
| forum i've kind of seen over the last |
| decade this |
| trend of these sort of free pillars |
| organizations have gone through on on |
| their accessibility journey |
| i think a decade ago accessibility |
| experts you know we're looking at |
| we need to build a website that's |
| compliant for the disabled and it was |
| broadly that it was a check box sort of |
| exercise |
| and i think as time passed and folks |
| realized that it's better to kind of |
| involve and include disabled people |
| and nothing about us without us creating |
| things you know products |
| by forward with disabled people it |
| shifted from not just a website say |
| being |
| compliant um for disabled but designed |
| for the disabled |
| and i think the last five years there's |
| been a real wake up |
| in um you know collective consciousness |
| around inclusive design |
| and that's accessible design doesn't |
| just benefit disabled people |
| but everyone we're all situationally or |
| simply impaired from time to time |
| so it's not just you know building |
| website that's compliant for disabled |
| it's um designed for disabled but |
| designed for difference |
| for all of us and if that could be |
| really important |
| yeah you know narrative yeah but we've |
| certainly tried to tell |
| um and it's kind of frustrating |
| sometimes when you still |
| have these you know conversations about |
| business case i know we share a lot |
| um online and publicly about some of |
| them |
| you know in number terms for sort of |
| proof points when we get accessibility |
| right when we think about it |
| deliberately from the start |
| and we've really swept this all together |
| into a um |
| a guide because we have this |
| conversation when we're trying to engage |
| and educate |
| and influence our suppliers for example |
| so again i'll make sure we can um |
| enter in some of the show notes robin |
| but our um |
| supply guide for accessibility really |
| tries to tell our narrative and story |
| about |
| why accessibility matters for us so |
| i think hopefully that that's the kind |
| of the business case i think you |
| mentioned |
| for folks maybe that might not be |
| familiar just real quick on |
| some of the accessible support and |
| services that you know barclays is known |
| for around accessibility |
| you know from um talking cash machines |
| for folks with |
| sites or print difficulties or maybe |
| english not your first language |
| um high visibility debit cards sign |
| language interpreter services |
| be that remotely on your computer or |
| bank branches |
| um you know really creating um |
| contactless wearables to help people |
| with dexterity difficulties |
| uh gambling blocks for people impacted |
| by mental health or gambling addictions |
| and really for folks with um you know |
| competent challenges learning |
| difficulties really looking at how we |
| can make |
| security steps and biometrics really |
| simple or how we can simplify down and |
| and present |
| information about people's um you know |
| people's transactions that they're |
| having |
| on their bank accounts to really help |
| everyone understand and make the most of |
| their money |
| so these are sort of a handful of some |
| of the you know accessible support |
| services |
| the kind of firsts that you know |
| barclays has done |
| really trying to help disabled and older |
| vulnerable people |
| um you know pre-covered and these things |
| are really important and build on sort |
| of you know now in a covered |
| a very different world yeah and i think |
| that you have personally overseen in |
| your tenure |
| at barclays most if not all of those |
| changes and there really is i mean |
| you've mentioned them or many of them |
| um a range of firsts that barclays |
| has put it you know led in the um |
| retail banking sector uh we had a |
| question from the twitterverse actually |
| you know we put out questions |
| uh a call for questions in advance of |
| these |
| sessions and christy actually said that |
| you know she doesn't currently bank with |
| barclays she's with another bank and she |
| talks about how the dark green |
| uh color of her banking cards are |
| problematic for her with her |
| vision impairment so i think you |
| highlighted there or um |
| mentioned about javi's debit card |
| um that's just one of the examples of |
| where |
| you know the barclays really do stand |
| out or at least |
| lead the way uh in those areas i should |
| also mention i didn't mention it at the |
| beginning |
| that um as a result of you know the |
| great |
| uh steps and achievements that you've |
| made in barclays and |
| your activities that you talked about um |
| in the public sector and in the bdf |
| uh you know you were honored with an mbe |
| um for your services to digital |
| inclusion so yeah |
| absolutely brilliant job just needed to |
| throw that in there in case people |
| weren't aware |
| should have mentioned it at the |
| beginning shouldn't they um yeah you |
| mentioned covid |
| um so and you've talked about not just |
| your customers but you talked about your |
| staff as well and i think that |
| can sometimes you know when it's a |
| customer facing you know it's an |
| organization that's delivering services |
| to the public |
| um sometimes the the internal questions |
| can be |
| um de-prioritized a little bit but yeah |
| what about covid then and how has that |
| impacted your |
| both your employees and your customers |
| um anything kind of |
| new with a new focus or new imperative |
| since the beginning of covid yeah i mean |
| wow i mean there's |
| quite quite quite a lot um |
| that we have done in a short space of |
| time um |
| and then and again maybe just um just |
| following on on the |
| high vis debit cards i know um folks if |
| they are interested i think all the |
| accessible |
| services we have you can find more |
| barclays dot code uk |
| accessibility again high views debit |
| cards we have i think a dozen different |
| colors bright arrows |
| um high contrasting details and bigger |
| security codes on the back and again you |
| know these were the brain child of our |
| disabled staff network which is why |
| you know disabled staff kind of act as |
| rocket fuel to the accessibility agenda |
| of many organizations and we've really |
| seen that |
| um but you know cove it's a huge amount |
| of change and challenge |
| at the moment um you'll be familiar with |
| some of the mainstream media |
| and the standard stuff that all banks |
| have done responding so you know waving |
| over our fees |
| um we pay holidays for mortgages |
| business banks backed loans so i'm not |
| going to |
| touch on any of that i think what we've |
| seen is some you know huge amount of |
| nuanced |
| um challenges that many disabled older |
| vulnerable customers |
| um but we really think about and support |
| have faced in in covert |
| um and i guess to give you some ideas i |
| mean |
| it was really important for us as a bank |
| to proactively reach out |
| to customers that we already know in |
| terms of having disability or |
| vulnerability |
| and letting them know about some of the |
| extra support and services available |
| you know we've all kind of held our |
| breath quite literally when covered |
| happened |
| and tightened our belts in terms of |
| spending |
| in terms of how we bank going to a bank |
| branch you know |
| has has produced dramatically um making |
| payments by cash has reduced |
| dramatically |
| so there's been real shift in behaviors |
| and again it's important for many |
| customers maybe older customers |
| for example that might have relied on |
| bank branches to make them aware of and |
| prioritize them |
| in how they're having to you know adjust |
| to how they do their banking |
| so you know again that's practically |
| communicating with them it's about |
| making sure |
| that customers that would use bank |
| branches when they use telephone banking |
| for example |
| that they are prioritized and |
| fast-tracked in the queues along with |
| nhs workers |
| really important for us to have a single |
| telephone number rather than any |
| special accessibility helpline you know |
| that's buried on a website |
| um you know to really prioritize and |
| and respond to those customers i think |
| we also need to think about you know the |
| million and a half or so folks |
| um deemed you know vulnerable by the |
| government and shielding |
| and some of their nuanced needs when |
| they rely on you know friends and family |
| neighbours and carers to do shopping on |
| their behalf |
| and i think we've responded here by |
| again um issuing |
| um hundreds of sort of wearable |
| contactless devices |
| so that someone shielding can |
| can get one of these um contactless |
| wearables |
| they can top it up with their bank |
| balance they can give it to a neighbor |
| to pop down |
| the shops and do shopping on their |
| behalf so they're kind of high-tech |
| solution for foam shielding |
| we've also um again offered services to |
| deliver cash to the doorstep of people |
| shielding if they're |
| again needing a sort of a lower tech |
| solution they're relying on cash to |
| budget |
| to give to carers to shop on their |
| behalf so again there's all these |
| um challenges that came up as a |
| consequence of covid that we're really |
| responding to |
| i think we've also seen millions you |
| know millions of customers already use |
| our online banking website our mobile |
| banking app we now have millions more |
| customers that use um you know the app |
| and the website |
| services like check imaging being able |
| to take |
| a picture your paper check and process |
| and pay it you know has |
| gone up massively and has been a real |
| time saver and lifesaver for folks and |
| instead of going to uh you know a bank |
| branch for example being able to do |
| things independently |
| but for many of those customers that are |
| quite new to digital and being forced to |
| do it |
| you know it's great that we have our |
| main website and app you know are |
| um accessible their accessibility |
| accredited by abilitynet you know we're |
| serious and committed about that |
| we get a great pains to make sure |
| they're technically accessible when we |
| do |
| disabled user testing to give you know a |
| great experience |
| for a greater number of people but we |
| also need to think about you know |
| providing simpler guides to people that |
| are quite new to digital and how to use |
| and get the most out of those digital |
| services |
| you know i think atms have also been |
| improved in recent weeks we've made sure |
| that some of our newer kiosks that do |
| more features |
| have more accessibility settings built |
| into them so that they talk |
| more for more of the journeys if you're |
| checking your balance if you're getting |
| cash out if you're depositing cash in |
| um you know so you get the sense there's |
| there's quite |
| a few things that are really being |
| rushed out to respond to this |
| you know to meet this moment and maybe |
| you know when i |
| wrap up on the customer side i kind of |
| always thought that you know accessible |
| customer service comes down to three |
| things right around |
| offering flexibility choice and |
| personalization |
| and i think now in this kind of covid |
| crisis there's maybe two more things |
| that are important |
| for brands to respond to and it's about |
| you know being responsive |
| and being responsible so you know for |
| barclays as a large organization |
| being responsible is about really |
| helping support |
| the customers and communities you |
| operate with them and you know being |
| responsive is really you know a number |
| of |
| examples i've kind of touched on to |
| really help make sure that we're there |
| you know with our customers when they're |
| going through difficult times |
| and again making sure they can do their |
| banking kind of how where and when they |
| want |
| um so that's kind of on the customer |
| side |
| um just real quick thinking about on the |
| staff side you know what have we seen in |
| recent weeks and months |
| and i think you know boxes we have about |
| 80 000 members of staff |
| who all you know worked uh from home |
| overnight |
| many call center agents many muslim bank |
| traders that this has |
| you know never been done before um you |
| know by and large very smooth |
| transition i think you know we there's |
| been |
| you know niggles you know we use super |
| secure um |
| software tools we were just talking |
| about um earlier robin and i think |
| working from home the different software |
| that we have has |
| has meant that barclays you know we're |
| accelerating our move to more modern |
| more accessible |
| um productivity tools like microsoft |
| teams you know microsoft and you've had |
| jenny lee fry on |
| doing some incredible things around |
| accessibility and mainstreaming in their |
| products |
| and i think we're all kind of coming to |
| terms with working remotely how we |
| manage effectively how we um maybe run |
| accessible virtual meetings where |
| everyone's voice is heard and |
| contributes |
| and you know how we how we brainstorm |
| and debate |
| you know when we're working remotely and |
| i think you know we're still |
| figuring out the best way to do this |
| lots of guidance that we're writing as |
| an accessibility team |
| to help support the wider workforce |
| i think that you know our colleagues |
| with disabilities too |
| you know have um have also had their own |
| challenges |
| in terms of lockdown i think as lockdown |
| started we were quick to |
| either duplicate some of the adjustments |
| and equipment they had in the |
| in the workplace to their home offices |
| um you know or or move it home |
| i think we've seen as lockdown's gone on |
| this almost |
| tenfold increase in other members of |
| staff |
| reaching out and asking for adjustments |
| and i think what's driven this right is |
| we know that |
| many people don't have the home set up |
| the office you know they're working on a |
| bed |
| a sofa an ironing board and doing that |
| for you know a day or two is okay but |
| doing it for several weeks |
| isn't it and it can kind of create more |
| posture and musculoskeletal problems |
| so again we've been um you know quick to |
| put in place campaigns where we can |
| um issue out at scale whether it's you |
| know monitors ergonomic chairs and so |
| forth |
| to really meet the needs of you know |
| people working from home |
| um you know not just for days but you |
| know for weeks and months now so there's |
| been some |
| you know interesting sort of challenges |
| and trends really around adjustments |
| um i think mental health we see in the |
| mainstream media about you know |
| depression doubling |
| and about you know we've been investing |
| in um colleague wellness programs and |
| really |
| proactive and preventative measures |
| around um |
| you know mental health and mental |
| resilience |
| and i guess the kind of final thought on |
| the staff side is |
| you know we're doing a lot of barclays |
| to make sure we hear the diverse voices |
| of everyone |
| on you know when we go back to work |
| different people have different views of |
| how quickly they want to go back to the |
| office and how the office is going to be |
| a different |
| place because we're not going to go back |
| to the world we were in |
| and i think it's really important i see |
| this |
| several organizations externally that |
| you know we shouldn't be having senior |
| leaders |
| you know who sit in their spacious smart |
| home offices |
| the kind of privilege minority so to |
| speak making decisions on the future of |
| work |
| the future of homework the future of |
| offices and how they're going to change |
| to be |
| um you know collaborative meeting spaces |
| um you know does that mean |
| there's no desks in there does that mean |
| wheelchair users can get in |
| and around for example so it's really |
| important that we |
| we kind of amplify the voices of the |
| disability community |
| um in particular as well as you know |
| people with a whole a wide range of |
| backgrounds |
| um to make sure we're going in eyes wide |
| open to to review |
| you know the ways we're going to be |
| working from home and the tools that |
| everybody |
| needs to succeed as well as how the |
| offices |
| you know of the future are also going to |
| be slightly different from what we have |
| now um so hopefully it gives you you |
| know a sort of a sense of some of the |
| the things we've done on the customer |
| side the trends and the kind of |
| challenges looking forward that we see |
| in terms of staff and workforce to us |
| and many other |
| organizations out there that is |
| brilliant it sounds like i mean |
| nothing about us without us it sounds |
| like you're really taking their |
| input from both your customers and your |
| employees um |
| at the very heart of you know decisions |
| that you're making going forward and we |
| see this time and again |
| organizations where their internal |
| employee group |
| feedback from customers etcetera when it |
| comes to |
| accessibility or inclusion haven't been |
| sufficiently prioritized |
| and then suddenly with everyone needing |
| to work from home or to be more flexible |
| in their working |
| suddenly that is something that they're |
| having to provide for everyone |
| and lo and behold the people that have |
| been calling for more flexibility |
| and more options in this area have been |
| accommodated |
| uh albeit on a kind of a hasty basis |
| that |
| as you were saying you know with this |
| very long tale of |
| of um covid that we're that we're seeing |
| you know we're going to be in this for |
| the longer term so |
| like you say those hasty um workstation |
| setups or decisions about what software |
| to |
| rapidly implement is uh you know |
| hopefully not having to be rethought but |
| certainly |
| you know inclusion is this is the right |
| time to help prioritize that so |
| looking at the future then um where do |
| you see the accessibility |
| you know accessible banking heading in |
| coming years |
| yeah sure i mean it's hard to think |
| robert i don't know if you can remember |
| this far back but there was a time |
| to do our banking we needed to get you |
| know change out of our pajamas put on |
| trousers and go somewhere right and i |
| think it's um it's better to say that |
| you know digital banking is you know has |
| accelerated |
| i think um you know back branches and |
| caches is reducing maybe far quicker |
| than |
| it ever was still important we have that |
| choice and flexibility |
| um i think we're going to continue to |
| see you know this trend of mobile |
| banking |
| um being really popular by everyone that |
| uses it a kind of |
| simpler experience on a smaller |
| smartphone screen |
| ai powering whether it's chat chatbots |
| or being able to better visualize and |
| categorize and understand |
| your money um you know so there's |
| a number of improvements on on the |
| banking side of the fence |
| i think in terms of a profession though |
| maybe there's some |
| some bigger challenges that's worth kind |
| of just calling out now because you know |
| the accessibility |
| profession um and community you know |
| we've been heavily involved with the |
| last decade of professionalizing it or |
| being founding members of international |
| association of |
| accessibility professionals and i think |
| we're at this kind of important point |
| now |
| because i think maybe a decade ago you |
| could be a technical expert you could |
| audit |
| you know websites and that was it sort |
| of knowing how to code for accessibility |
| but i think to me this moment now where |
| digital was seen as the silver bullet |
| and there's a real risk right there |
| there's so the pace of digital happening |
| that we don't want to |
| you know make sure accessibility is kind |
| of de-prioritized was forgotten in many |
| other |
| organizations out there and i think to |
| meet this moment it requires something |
| else of accessibility |
| professionals um and |
| and again it's not just having the |
| technical skills but the business and |
| people skills |
| and maybe you know if i ever told you a |
| story about the three bricklayers |
| no no okay well well let's say you know |
| there's three bricklayers right now i'm |
| walking along and it goes to the first |
| booklet you know what are you doing i |
| say okay |
| i'm building a building a wall okay so |
| go to an expert |
| and say what are you doing miss hour |
| okay i'm building a house i'm gonna go |
| to the third bricklayer and say |
| what what are you doing i may say you |
| know well i'm i'm building a cathedral |
| you know i'm making dreams come true |
| building someone's dream home |
| and when you think about this you know |
| the three folks workers they're doing |
| the same thing but their pride and |
| passion and what they do |
| in their sense of purpose and that |
| broader perspective is what's different |
| you know first brick layer it was a job |
| you know just to pay the bills second |
| one it was a career |
| something to be advanced and the third |
| bricklayer is kind of a calling |
| and when i think about accessibility |
| professionals we need to kind of make |
| sure we do more |
| evangelism not just about how to build |
| things accessibly but |
| but why and i sort of think about that |
| sort of silly story |
| right what that would be if i if i went |
| along and spoke to the you know three |
| different accessibility professionals |
| robert |
| and i guess you know the first |
| accessibility professional when they say |
| what you're doing they'd probably tell |
| me the answer from you know |
| a few years back of you know paul ryan |
| building you know compliant website so |
| i've got my company |
| i think okay well you know that's the |
| start you know you're doing it because |
| you legally have to |
| i'll go to the second access |
| professional and say what are you doing |
| and they probably tell me you know paul |
| we're just building compliant website |
| building an accessible website you know |
| a great experience for a great number of |
| people |
| i'd sort of feel like okay well great |
| you know we've um |
| there's clearly a kind of a business |
| benefit here about ux |
| you know about about doing it for the |
| right reasons um so that's good |
| and i still think about what it would |
| take about what the third existing |
| professional would say right |
| and it would probably be you know not |
| just on building a compliant website or |
| an accessible website you know but paul |
| i'm building an accessible world you |
| know i'm making sure that you know |
| people can go as far as their talents |
| take them but you know we remove |
| barriers we improve lives |
| we're not human potential and we teach |
| and we preach this story so that |
| everybody knows and understands truly |
| understands accessibility |
| and that we all kind of collectively |
| contribute to making it reality not just |
| people with accessibility in their job |
| title |
| and i sort of think what it would be |
| like to live in a world like that you |
| know it would be it'd be far different |
| from today and i think that's quite so |
| important that as accessibility |
| professionals |
| we need to make sure that again we've |
| got these people and business skills to |
| evangelize and influence others because |
| we can't do this |
| in a bubble by ourselves you know with |
| the disability community |
| the accessibility community sort of as a |
| separate bubble so |
| really important to begin make sure that |
| we're all |
| you know amplifying and evangelizing |
| accessibility |
| and we've run out of time and that was |
| such a brilliant note to end on although |
| i'm very quickly going to |
| um so we have neil on last week |
| last month neil milikan of atos and |
| we asked him what he would say to you |
| and apart from saying what a brilliant |
| guy you are |
| and the work that you're doing he |
| exactly said that he said everything |
| should be brought |
| together we shouldn't try and do this |
| alone it should be a big |
| tent and everyone should collaborate to |
| try and build that |
| that future because you know we we all |
| have something to share |
| so i mean by all means comment on that |
| but i think you already have um |
| yep bryn anderson is our next guest next |
| month and he was a formerly of sight |
| improved |
| now with sainsbury's is there anything |
| you know above and beyond what you kind |
| of finished up with |
| a moment ago that you would like to pass |
| on to brin for him to comment or answer |
| next time sure |
| yeah so over and above that the power of |
| partnerships |
| i think the only advice or plea i'd have |
| for |
| uh for bryan um which again you know |
| great great guy |
| great to use sainsbury's is is really |
| this point about how |
| accessibility leaders we can all help to |
| democratize |
| accessibility know-how and to make it as |
| easy as possible to |
| people to understand to get informed and |
| involved |
| and you know and really to join the |
| accessibility community so that |
| democratizing accessibility know-how is |
| really my |
| my big big piece of advice or plea to |
| others |
| fantastic brilliant we will pass that on |
| paul thank you so much really we can |
| have to get you back on |
| i'm afraid so |
| um thank you very much indeed tiny bit |
| of housekeeping guys |
| so just a brief couple of slides |
| um training there's lots of training |
| coming up |
| guys um covering different roles if any |
| of the stuff that's on screen there |
| looks interesting to you then courtesy |
| of |
| our relationship and our um as a |
| you know to honor barclays being our um |
| guest this month |
| 10 barclays is the code that's all one |
| word capital b |
| one zero barclays if you use that code |
| then you can get a discount |
| on the training that you can see there |
| and then on the final slide we have |
| all the ways that you can keep in touch |
| and up to date we've got a newsletter |
| we've got a youtube channel we've got a |
| million different ways that you can |
| keep in touch with us and we also have |
| the podcast |
| and you know you can follow that if you |
| want to get an audio version of this or |
| check it out on youtube if you want to |
| re-listen to |
| it's been a whistle stop tour this |
| morning or this afternoon |
| so yeah you may well want to have a |
| listen back or get your friends |
| to have a look uh paul thanks again |
| brilliant job we will get you back on at |
| some point |
| everybody thank you very much for |
| attending sorry we overran |
| but i hope you agree it was well worth |
| it thanks guys |