

# Empowering Individuals; Enabling Change



25 year old  
marketer



Simon Fraser  
University



shared interest  
study circle



research by  
Laura Nota (and  
others)



**The Story of  
Hope**



What can be  
done to  
educate  
businesses to  
hire individuals  
with diverse  
abilities?

takeback

1

Employer attitudes cannot be disregarded;  
the type of disability and its presentation  
influence employer attitudes.

2

Disability benefits from presentation  
focusing on positive aspects.



female, 42,  
developmental  
disability



Customized  
Employment  
Services Day  
Program

out-going; relationship  
builder



paid  
employment



own  
apartment (with  
as needed  
support)



independence

## FACT

British  
Columbia,  
Canada has  
18,890 people  
19+ with a  
developmental  
disability.

Of those only  
2,675 have  
paid  
employment.

Statistics Canada  
catalogue no. 89-654-X-No. 2014002

rethinking of  
stereotypes

employer  
education

work inclusion  
processes



promote work  
performance

disability

aid to identify  
strengths