**Why hire a person with a disability?**

**What business benefits would your company receive as a result of hiring people with disabilities?**

People with disabilities are a diverse group of people who, in general, possess heightened problem-solving skills, a demonstrated sense of patience and perseverance, and above all, an enthusiasm and eagerness to succeed in the workforce.

**It makes good business sense to hire people with disabilities.
Why?…**

* Studies show that productivity and attendance rates differ little between people with or without disabilities.  Companies such as Walgreen’s, Home Depot, Marriott and Pizza Hut report that absentee rates are actually lower among their disabled workforce. Marriot experienced a 6% turnover rate among people with disabilities, vs. 52% overall.
* Workers with disabilities are typically more loyal and stay longer on the job than their non-disabled counterparts (i.e. disabled workers are less likely to quit and leave for another job.)
* If the person is a veteran, one often sees additional qualities such as discipline, respect and teamwork.
* Employees with disabilities have, by definition, proven themselves to be experts at persisting to overcome obstacles and think outside the box.
* Research indicates that disabled workers are much more satisfied with their work than their nondisabled counterparts.
* There are state and federal [**tax credits**](http://www.jan.wvu.edu/media/tax.html) that you can earn with each new hire.
* Employees with disabilities can give you the inside track to a sizeable niche market for your company’s products and services.

This niche market with a growing population wields billions of dollars in purchasing power. 54 million people with disabilities in the United States represent the third largest market segment in the country, ahead of Baby Boomers and the senior market. More than one in six people in the U.S. are potential customers for businesses that are accessible to people with disabilities, and they have $1 trillion in discretionary income.

We have a suggestion for the next strategy session where your company discusses your existing and potential competitive advantages. Alongside product development ideas, market penetration proposals, or plans for an acquisition— consider how workforce diversity adds to your company’s specific competitive advantages. **Don't overlook this qualified talent pool.**

*“What I’m talking about is hiring people who care about their work and have a good attitude, who make few, if any, mistakes, and who are willing to get the job done no matter what. It’s a win-win situation. This will improve your bottom line, and the reason is simple: if you encourage teamwork, if you help your employees become more productive, if they feel good about what they’re doing, you will in essence be building a company where everyone profits. They benefit by having real jobs rather than sitting at home, and you benefit because there is so little absenteeism, turnover, and general laziness.”*

- David Morris, CEO, Habitat International
From the book *Able!* by Nancy Henderson

<http://tknl.sdsu.edu/job-info_employer.html>