

INKLUSIV

Empower your audience.

Truly connect.

Further your brand!



axe-con 2023

How to truly connect with all of your audience without leaving anyone behind

Are you really as "inclusive" as you think you are?

How many people, customers, and potential prospects end up missing out on your valuable message, simply because considerations such as disabilities, ageing, and other circumstances are not on your radar?

INKLUSIV



YOUR AUDIENCE IS MUCH MORE DIVERSE THAN YOU REALIZE!

Every year, organizations and the communication professionals that work for them inadvertently shut the door in the face of hundreds of thousands of people with disabilities and those who are ageing, adding to the stigma of exclusion, and leaving millions of dollars of potential revenue on the table in the process.

26%

Of working-age Americans identified as having one or more disabilities in 2018.

\$504B

Corresponds to the after-tax disposable income of Americans with disabilities.

83.1M

Americans were aged between 50 and 69 in 2022 (which is roughly 25% of the population).

51%

Of your working-age audience is potentially disabled, or getting significantly older.


What are you doing to ensure these Folks also Feel included?

ARE YOU REALLY AS INCLUSIVE AS YOU THINK YOU ARE?


www.inklusiv.ca/axe-con

AND JUST HOW MUCH MIGHT YOU BE LEAVING ON THE TABLE EVERY YEAR?


Whether it's for ourselves, or on behalf of the brands we represent, each time we step in front of an audience, we leave money on the table and we leave people behind, if we're not acutely aware of the needs of audience members who have disabilities. Find out just how much you might be losing annually as a speaking or communication expert... if you dare!


1 How many audience members do you speak to in a year, on average? 

2 On average, what percentage of your audience do you convert into clients? 

3 What is the average value in dollars, of a typical client engagement with you? 

Amounts to your estimated projected revenue, in dollars, coming from sales 

4 What is the estimated percentage of audience left behind (20% baseline)? 

Estimated lost revenue, in dollars, that you end up leaving on the table each year. 

USE THE INCLUSIVE SPEAKING CALCULATOR TO FIND OUT MORE!
www.inklusiv.ca/axe-con

Inclusive Speaking Self-Assessment Test

Question 01

Do I systematically avoid using massive, eye-straining blocks of text that can feel both off-putting and daunting for most people?

Never Rarely Sometimes Usually Always

Question 02

Do I systematically use an inclusive writing style that leverages active voice and relies on basic plain language principles?

Never Rarely Sometimes Usually Always

Question 03

Do I systematically identify insufficient contrasts by running my content and colour combinations through grayscale filters?

Never Rarely Sometimes Usually Always

Question 04

Do I systematically avoid depending on the use of colour alone to convey information presented on slides, marketing collaterals, etc.?

Never Rarely Sometimes Usually Always

Question 05

Do I systematically reformulate questions or statements coming from the audience before I provide an answer?

Never Rarely Sometimes Usually Always

Question 06

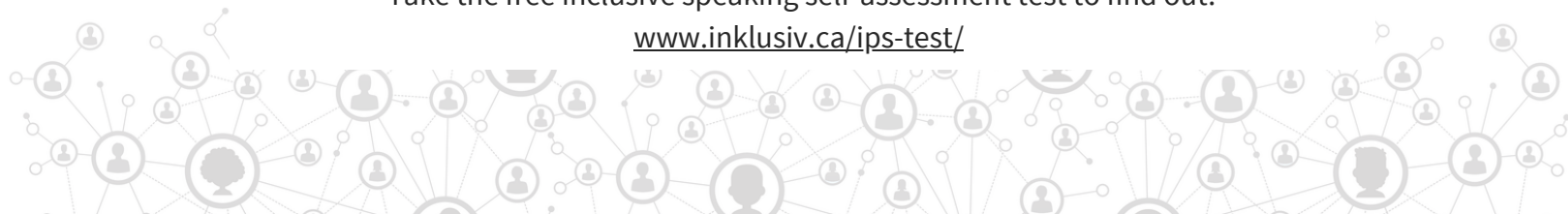
Do I systematically avoid asking for specific forms of interaction, such as “stand up if...” or “by show of hands...”, without alternatives?

Never Rarely Sometimes Usually Always

How inclusive do you think you are as a speaking or communication professional?

Take the free inclusive speaking self-assessment test to find out!

www.inklusiv.ca/ips-test/



SO, HOW WELL DID YOU DO?

Time to tally up just how many points you got, throughout all 6 questions!

00 You answered "Never"...
Sorry, you get no points for this one.

01 You answered "Rarely"...
Not bad. You get one point.

02 You answered "Sometimes"...
Nice, you get two points.

03 "You answered Usually"...
Very good! You get three points.

04 You answered "Always"...
Look at you! You get four points.



INSTINCTIVE
From 0 - 9pts



INSPIRED
From 10 - 15pts



INVOLVED
From 16 - 19pts



INVESTED
From 20 - 22pts



INCLUSIVE
From 23 - 24pts

TAKE THE FREE, INCLUSIVE SPEAKING SELF-ASSESSMENT TEST TODAY!
www.inklusive.ca/axe-con

SO, WHERE DO YOU FIT ON THE 5INS INCLUSIVE SPEAKING MODEL?

The Instinctive Speaker

Instinctive speakers hardly know anything about inclusion principles and disabilities, typically don't even know to think about those concepts, and will need a lot of hand-holding, even for the most basic considerations.

The Inspired Speaker

Inspired speakers are growing their understanding of inclusion principles through learning styles and other techniques, but are still mostly clueless about disabilities and what to do about them.

The Involved Speaker

Involved speakers are integrating basic inclusive communication techniques, tips, and tricks into their content and delivery, but still need help from experts for anything that goes beyond the basics.

The Invested Speaker

Invested speakers can complete most basic and intermediate inclusive communication tasks independently and are increasingly recognized as people to ask difficult questions to when developing inclusive materials and content.

The Inclusive Speaker

Inclusive speakers are widely recognized as the "Go To" people for anything related to inclusive communication techniques and principles, and often coach others with the design and creation of truly inclusive content and materials.

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WORD TO THE WISE

The feedback you NEVER hear about...

"Speakers, please use the microphone! You're not as loud as you think. Also, why do you have to make the text so small and so hard to read?"

"How hard can it be for speakers to provide sufficient colour contrast for text and graphics, and why do they keep sharing information based on colour alone?"

"Why aren't speakers relying on powerful visuals more to support the message on their slides, instead of boring bullet points and big walls of text?"



INKLUSIV Speaking Do's & Don'ts

Izumi - an audience member who has dyslexia

Dyslexia affects roughly 15 to 20% of the adult population, and Izumi is one of them. As most people with dyslexia, Izumi finds tasks involving reading, spelling, and verbal memory to be challenging. Text-heavy slides are boring, disengaging, and frustrating because they require a lot of undue cognitive effort. As a result, they rarely provide Izumi with any tangible benefits or value. Because it's so hard to listen and read at the same time, Izumi usually opts for one or the other... or just fades out from the conversation entirely! You can discover more about Izumi at www.inklusive.ca/personas/izumi.



✓ Always...

- 01** ALWAYS minimize the text on the screen and consider more visually engaging and compelling ways to tell your story.
- 02** ALWAYS opt for left-aligned text, and avoid columns, blocks, or lines of text that run excessively long on the screen.
- 03** ALWAYS go for bold text when possible, and rely on light grey backgrounds instead of white to minimize glaring.
- 04** ALWAYS choose simple fonts that are clear and legible, such as evenly spaced sans serif fonts that are easier to read.
- 05** ALWAYS use an inclusive writing style that leverages active voice and relies on basic plain language principles.

✗ Never...

- 06** NEVER use massive, eye-straining blocks of text that can feel both off-putting and daunting for most people.
- 07** NEVER depend on centered, right-aligned, or fully justified text that makes processing of information harder.
- 08** NEVER apply underline and italic styles that make reading harder by causing letters and words to run together.
- 09** NEVER rely on uppercase text that feels like yelling and adds undue cognitive burden to information processing.
- 10** NEVER bank on complex, condensed, or cursive fonts that can be harder to interpret and read from a distance.

For more information, reach out to us at info@inklusive.ca
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INKLUSIV Speaking Do's & Don'ts

Izumi - an audience member who has dyslexia

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Izumi who are dyslexic?

Do you systematically...

- 01** Minimize the text on the screen and consider more visually engaging and compelling ways to tell your story instead?
- 02** Opt for left-aligned text, and avoid columns, blocks, or lines of text that run excessively long on the screen?
- 03** Go for bold text when possible, and rely on light grey backgrounds instead of white to minimize glaring?
- 04** Choose simple fonts that are clear and legible, such as evenly spaced sans serif fonts that are easier to read?
- 05** Use an inclusive writing style that leverages active voice and relies on basic plain language principles?
- 06** Avoid using massive, eye-straining blocks of text that can feel both off-putting and daunting for most people?
- 07** Avoid depending on centered, right-aligned, or fully justified blocks of text that make the processing of information harder?
- 08** Avoid applying underline and italic styles that can make reading harder by causing letters and words to run together?
- 09** Avoid relying on uppercase text that feels like yelling and adds undue cognitive burden to information processing?
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INKLUSIV Speaking Do's & Don'ts

Nick - an audience member who is colourblind

Like 10% of men and one out of every 200 women, Nick was born with colour perception deficiency. Being colourblind doesn't mean he can't see colours... but the way that he perceives them is radically different from most. This makes it much harder for him to distinguish one colour from another or perceive certain shades, especially in less-than-ideal lighting conditions. These challenges often lead him to mix colours, overlook visual cues, or miss information that is only supported through the use of colours. Yet, if you asked him, Nick would not consider himself as having a disability. Colour is such a subjective concept! You can discover more about Nick at www.inklusiv.ca/personas/nick.



Always...

- 01** ALWAYS identify insufficient contrasts by running your content and colour combinations through grayscale filters.
- 02** ALWAYS use text, visual cues, or other means to support information that is otherwise conveyed through colour.
- 03** ALWAYS make sure colours used for text and icons provide sufficient contrast against their respective background.
- 04** ALWAYS combine text on top of imagery with solid colours, drop shadows, or reduced background opacity.
- 05** ALWAYS emphasize contrast between adjacent objects by combining the use of colours with textures and patterns.

Never...

- 06** NEVER expect other people to be able to perceive colours, or combinations of colours, the way that you do.
- 07** NEVER depend on the use of colour alone to convey information presented on slides, marketing collaterals, etc.
- 08** NEVER go for subtle colour combos, such as light grey text against white, that can make text harder to read.
- 09** NEVER depend on people's colour perception ability to differentiate between objects in close proximity.
- 10** NEVER position text on top of imagery if it makes reading harder due to poor contrast against the background.

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INKLUSIV Speaking Do's & Don'ts

Nick - an audience member who is colourblind

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Do you systematically...

- 01** Identify insufficient contrasts by running your content and colour combinations through grayscale filters?
- 02** Use text, visual cues, or other additional means to support information otherwise conveyed through colour?
- 03** Make sure colours used for text and icons provide sufficient contrast against their respective background?
- 04** Combine text sitting on top of imagery with solid colours, drop shadows, or reduced background opacity?
- 05** Emphasize contrast between adjacent objects by combining the use of colours with textures and patterns?
- 06** Avoid expecting other people to be able to perceive colours, or combinations of colours, the way that you do?
- 07** Avoid depending on the use of colour alone to convey information presented on slides, marketing collaterals, etc.?
- 08** Avoid going for subtle colour combinations, such as light grey text against white, that can make text harder to read?
- 09** Avoid depending on people's colour perception ability to differentiate between objects that are in close proximity?
- 10** Avoid positioning text on top of imagery if it makes reading harder due to poor contrast against the background?

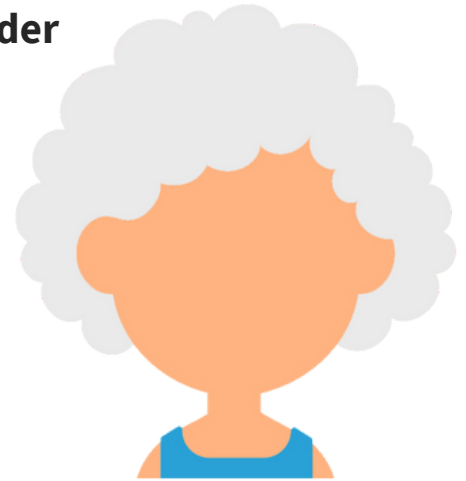
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INKLUSIV Speaking Do's & Don'ts

Vivian - an audience member who is getting older

Vivian started noticing a deterioration in her hearing and sight about 20 years ago, but she never really gave much thought to it... all she had to do was get new glasses, slowly increase the font size on her devices over the years, and ask people to repeat every now and then. Like most people who are getting older, she just learned to adapt and live with it. In recent years, Vivian's also started feeling acute pain in her joints, due to arthritis and finds herself to be more easily confused lately. "Like most folks my age" she'd probably say with a shrug. You can discover more about Vivian at www.inklusiv.ca/personas/vivian.



Always...

- 01** ALWAYS use a microphone when speaking to an audience - you're never as loud or audible as you might think.
- 02** ALWAYS reformulate questions or statements coming from the audience before you provide an answer.
- 03** ALWAYS rely on fonts that are big enough to be read comfortably by someone sitting it the back.
- 04** ALWAYS offer elegant ways to opt-out for audience members who can't physically take part in an activity.
- 05** ALWAYS plan for alternate formats such as electronic or large print versions of your documents or handouts.

Never...

- 06** NEVER presume that you don't need a mic - there's always at least one person in the audience who believes you do!
- 07** NEVER assume everyone in the audience can hear everything that is going on, or is said around the room.
- 08** NEVER rely on fonts that are smaller than 24 or 28 pixels, as they can be hard to read for some people.
- 09** NEVER assume that a one-size-fits-all format is going to work for everyone because in fact, it never truly does.
- 10** NEVER ask for specific interactions, such as "stand up if..." or "by show of hands...", without alternatives.

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INKLUSIV Speaking Do's & Don'ts

Vivian - an audience member who is getting older

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Vivian who are getting older?

Do you systematically...

- 01 Use a microphone when speaking to an audience because you're never as loud or audible as you might think?
- 02 Reformulate questions or statements coming from the audience before you provide an answer?
- 03 Rely on fonts that are big enough to be read comfortably by someone sitting at the far back of the room?
- 04 Offer elegant ways to opt-out for audience members who can't physically take part in a request or activity?
- 05 Plan for alternate formats such as electronic or large print versions of your documents or handouts?
- 06 Avoid presuming that you don't need a mic because there's always at least one person in the audience who believes you do?
- 07 Avoid assuming everyone in the audience can hear everything that is going on, or is being said around the room?
- 08 Avoid relying on fonts that are smaller than 24 or 28 pixels, as they can be hard to read for some people?
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INCLUSIVE SPEAKING INTERVIEWS

What we can learn from our audience

Every Sunday, I invite people who have disabilities who are so willing to share examples from their lived experiences as audience members, attending live, in-person and virtual events. Through these interviews, we all get to learn about how speaking and other communication professionals sometimes leave them behind. So we can all learn to do better. Hear them out.



Would you like to be featured as one of our next guests on the inklusiv interview series?

Every Sunday, I invite people who have disabilities who are so willing to share examples from their lived experiences as audience members, attending live, in-person and virtual events. Through these interviews, we all get to learn about how speaking and other communication professionals sometimes leave them behind. So we can all learn to do better. Will you hear them out?

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LAUNCHING TODAY ON AMAZON FOR \$1.99!

The Inclusive Speaker

How to truly connect with ALL OF your audience without leaving anyone behind

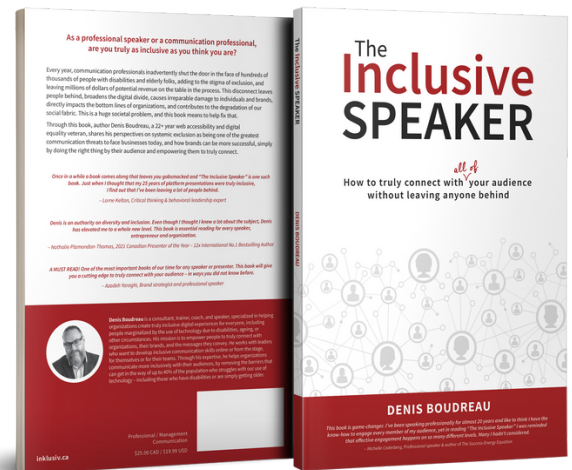
LAUNCHING
TODAY FOR
\$1.99

About the book

Every year, communication professionals shut the door in the face of hundreds of thousands of people with disabilities and elderly folks, adding to the stigma of exclusion, and leaving millions of dollars of potential revenue on the table in the process.

This disconnect leaves people behind, broadens the digital divide, causes damage to individuals and brands, directly impacts the bottom lines of organizations, and contributes to the degradation of our social fabric. This is a huge societal problem, and this book means to help fix that.

Through this book, author Denis Boudreau, a 22+ year web accessibility and digital equality veteran, shares his perspectives on systemic exclusion as being one of the greatest communication threats to face businesses today, and how brands can be more successful, simply by doing the right thing by their audience and empowering them to truly connect.



Help me turn this book into an Amazon bestseller!
Find out more about the book, grab your own Kindle copy,
and get on my mailing list for daily tips on inclusive speaking!

www.inklusive.ca/axe-con

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INKLUSIV - Empowering people to truly connect

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