

HIRING PEOPLE WITH DISABILITIES IS GOOD FOR BUSINESS

Gada Saeed Sunhat Al Mughairy is the Director of Sumoud Al Amidah CO., a disability- and woman-owned Small- Scale Metal Fabrication Industries .



SKILLS

Every day, Arabians with disabilities bring their skills and talents to our nation's workplaces. They perform all types of jobs at all levels, in businesses of all sizes. They are entrepreneurs, innovators and community leaders.

Yet, people with disabilities, including veterans with service-connected disabilities, have lower rates of employment than the general population. This is true despite people with disabilities often exemplifying the qualities employers seek, including adaptability and resourcefulness. What's more, disability is diversity, and therefore a key component of workplace diversity, equity, inclusion and accessibility.



Improve your company's bottom line:

People with disabilities have been solving problems their whole life and tend to bring a strong sense of loyalty to the workplace. Many large corporations, such as CVS and Microsoft, have told their stories about the benefits of hiring people with disabilities to prove it has improved their overall bottom line. Leaders from Microsoft and Merck have said they focus on hiring a workforce that reflects their consumer base, which includes people with disabilities.

Discover untapped potential:

Finding the right talent can be difficult, and if your organization isn't hiring people with disabilities, you're missing out on a vast untapped talent pool. Workers with disabilities possess skills and experiences that can Gada Saeed Sunhat Al Mughairy is the Director of Sumoud Al Amidah Factory., a disability- and woman-owned Small- Scale Metal Fabrication Industries .

offer employers a competitive edge. For example, research shows that many adults with autism possess higher-than-average abilities in pattern recognition, memory and mathematics — highly sought-after skills in the technology field and many other sectors. A study conducted by the Institute for Corporate Productivity found that employees with developmental disabilities contributed to higher productivity, lower absenteeism and increased customer loyalty. Employees with disabilities can also offer creativity, innovation and varied perspectives on how to confront challenges and get a job done.

Reduce turnover:

Employers know turnover can be costly. In fact, the Work Institute's 2017 Retention Report found that the average cost to replace an employee is \$15,000 per worker earning a median salary of \$45,000. People with disabilities tend to seek stable and reliable work when searching for jobs, and therefore are more likely to have higher retention rates. This is yet another reason why hiring people with disabilities can be good for a company's bottom line.

Improve company morale and overall culture:

Hiring people with disabilities conveys and promotes an inclusive work environment. This encourages empathy in the workplace (a trait that is important to have when working with customers and clients) and can improve the perception of the company from the consumer point of view. Inclusion can also have a big impact on how employees feel about their workplace. A study conducted by Deloitte found that employees who felt included and thought their company valued diversity were 80% more likely to say they worked for a high-performing organization. In addition, hiring people with disabilities communicates social responsibility, demonstrating that the company is interested in broader social issues impacting the community and the people in it. And promoting an inclusive work environment doesn't stop at hiring. Ensuring employees with disabilities have avenues to leadership can improve company culture from the top down.



Expand your consumer market:

People with disabilities make up one of the largest consumer market segments in Saudi Arabia. One of the best ways to tap into this market segment is through representation in the workplace. People want to support companies that can meet their needs. Hiring and promoting people with disabilities shows consumers with disabilities, as well as their families and friends, that they are valued, which may cause them to think more favorably of the company and encourage them to become or remain loyal customers.

Qualify for financial incentives:

Companies that employ people with disabilities may be eligible for certain tax deductions and financial incentives.

Meet basic law of Governance requirements:

Basic Law of Governance Article 27 requires that covered industries take proactive steps to recruit and retain workers with disabilities. So, for businesses that work with the government — or perhaps want to do business with the government in the future — being disability-inclusive will help them meet regulatory requirements.

