

# DEBORAH DAVIS

---

## SPEAKING TOPICS

*All speaking topics can be customized for your audience.*

### **1. More Beautiful for Having Been Broken**

It's all about learning to see beauty in the "broken places". You must challenge your perspective and start seeing yourself as a work of art. Each and every individual has stories, experiences, and "scars" that make them uniquely special and worthy of admiration.

Living in a different body and having what many refer to as a "disability" does not have to limit your life's abundance of joy, but can instead expand, enrich, and bring a new dimension of purpose, depth, and understanding that you may have never known otherwise.

You'll learn how to rebuild your self image, and gain a new understanding of how self-esteem and true identity can be formed.

### **2. Marketing to People with Disabilities: The Forgotten Frontier**

There are approximately 7.4 million individuals in the United States that have disabilities requiring the use of mobility assistance devices. About 6.1 million use both wheelchairs and other mobility devices simultaneously, such as canes, crutches, or walkers.

This data indicates that businesses need to recognize disability inclusion as the last frontier to bringing diversity and equality into their marketing and advertising efforts. The first step to demonstrating a commitment to this demographic is a welcoming website and associated media.

You'll learn how to make sure you have the right voice to correctly market to the community of people with mobility disabilities, including:

- Social media
- Public relations
- Strategic messaging
- Engagement
- Graphics and images

### **3. The Case For Authentic Disability Stock Photos**

One billion people worldwide have some form of disability, and their needs are not being fulfilled. This growing population includes extremely driven customers, but they're currently being misrepresented and misunderstood by many companies.

Authentic stock imagery is now readily available to help businesses quickly adapt their websites and advertisements with positive representation of people with various disabilities. You can find imagery representing all ages participating in all aspects of social inclusion, from playing on playgrounds, dining out, buying a home, or taking a vacation.

There should no longer be any question surrounding incorporating models with disabilities into magazine covers, marketing materials, websites, and online publications. They should be represented anywhere you see photos that illustrate what is good, wholesome, sexy, and human.

You'll learn how to make sure you are correctly representing people with disabilities, including:

- The difference between authentic stock imagery and "disability" stock imagery
- Where to find resources for authentic stock images
- How to begin incorporating a disability inclusion strategy

#### **4. Disability In the Workplace: Raising Your Profits, While Also Doing the Right Thing**

In the United States more than 30 million people live with a severe disability that makes it difficult to get a job or take care of themselves. The reintegration into the working world for individuals with disabilities has gained a lot of significance over the years, but taking part in the working world can be very challenging and sometimes impossible.

When people are given the opportunity to work they often experience psychological benefits of feeling capable and valuable to society. However, it's not only disabled people that can take advantage of this, but also the company's bottom line.

You'll learn the complex benefits to an organization from having people with disabilities in the workplace, such as:

- Increased Productivity & Reduced Fluctuation
- Creative Thinking Leading to Higher Profits
- An Honorable Brand Reputation in the Public Eye
- A Strengthened Corporate Culture & Identity
- Social Security Savings
- A Robust Business Through Reliability, Affordability, & Lower Risk

#### **5. Empowered to Be Inclusive In the Workplace**

Hiring a diverse staff that's not only multi-cultural, but multi-ability, is a great business advantage. Numerous studies have proven the benefits to a team that knows how to adapt to each other's strengths and weaknesses to create a powerful and inspired workplace.

There are many organizations that want to welcome employees with disabilities into their workplace, but they're afraid of the possible implications and risks. This presentation will dissolve your fears by discussing how to create disability awareness within your teams, develop inclusion strategies, and enable you to provide accommodations that make sense.

You'll learn the answers to these questions:

- What are “reasonable accommodations”?
- How do you make your business and workplace “disability friendly”?
- How do you actively recruit employees with disabilities, or at least not exclude them from the process?

## **6. Welcoming Individuals with Disabilities & Putting People First**

It's an unfortunately common occurrence for people with disabilities to be forced to struggle in environments outside of their norm. What was suppose to be a simple task or outing, quickly evolves into an embarrassing and uncomfortable scene.

People with disabilities have the most buying power of any traditionally underrepresented group, so it's good business to make sure your facilities are friendly to customers with disabilities. Maybe your building code enforcement did a poor job enforcing the codes, or your designer didn't think about universal design for all, but you can easily take the lead and determine what may prevent guests with mobility disabilities from having an equally pleasant experience at your establishment.

So, what can you as a business owner do to not causing undue stress upon those with disabilities?

You'll learn the answers to these questions:

- What are the laws that apply to my business?
- How can I make my business even more accessible?
- What is universal design?
- What is a service animal?

## **7. Accessible Travel: Is It Necessary?**

Travel can be extremely daunting to people who use mobility devices (such as wheelchairs, canes, walkers, guide dogs, etc.). Disabled adults control over \$3 trillion in discretionary income worldwide (a number industry analysts predict will spike), so whether you're a visitor's bureau, travel agency, or a well-established tour company, it's important to provide your visitors with disabilities the resources they need to feel safe and accommodated.

People with physical disabilities want unique travel experiences, and we'll discuss the tools tourism organizations need to allow increased profits from the accessible environments that enable inclusion.

You'll learn:

- How to determine what current accessibility you have
- Simple adjustments you can make for a more inclusive experience
- Convenient amenities that can be offered

**TO BOOK DEBORAH FOR YOUR NEXT EVENT**

[Speaking@PushLiving.com](mailto:Speaking@PushLiving.com)  
(866) 269-8335