“Inclusion doesn’t just happen. People leading make it happen.”
Frost and Alidina, Building an Inclusive Organization, 2019
REMOVING BARRIERS
A Challenge and an Opportunity

reaching people with ID

removing barriers in perception / experience

7 billion

200M

6M
THE ILLUSION OF INCLUSION
most organizations today achieve 2.0 at best

DIVERSITY 101 | DIVERSITY 2.0 | INCLUSION 3.0

“being invited to the dance” | “being asked to dance” | “organizing the dance”

recognition, often token | engagement, input sought | adaptation, roles, responsibilities

adapted from Frost and Alidina, Building an Inclusive Organization, 2019
POLL 1
What does it do?

Building from sport, Unified Leadership teaches leaders without disabilities to value and learn from people with ID.

What is the direct result?

to make changes and create environments

What is the end goal?

where people with ID get opportunities to have meaningful jobs and roles
GETTING TO INCLUSION 3.0

- Training and education targeting leaders without disabilities, giving tools and skills to build inclusive mindsets and behaviors

- Leaders encouraged to improve their behaviors and practices, adapt from the ‘norm’

- Training of people with intellectual disabilities to be ‘Athlete Leaders’ so they are empowered to co-lead the learning and take on other roles
Do you lead with...

- **Empathy**: Seeks diversity, shows belief in others, authentic
- **Openness**: All perspectives matter, good communicator
- **Grit**: Resilient, relentless, shows drive, overcomes barriers
- **Bravery**: Challenges others, courageous, dares to fail
- **Accountability**: Inspires through action, results-focused
- **Innovation**: Encourages growth, progression
**SUMMARY**

**“Warm-Up”**  
(1hr panel session)

**Goal:** discover – open minds, improve knowledge and reduce fear, motivate the audience to improve culture around inclusion and create momentum for change (“We *can* do better!”)

**Audience:** all staff

**Outcomes:** participants seek change in behaviors to become a more inclusive organization

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**“Kick Off”**  
(1+1hr workshop session)

**Goal:** learn – set intentions for Diversity, Equity, and Inclusion improvement to benefit organizational culture (“This is *what* we need to do”)

**Audience:** decision makers, senior leaders and managers

**Outcomes:** leaders identify current problem areas and practice new behaviors with their colleagues

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**“Score”**  
(4-6 hours, deep dive session)

**Goal:** embed – create a safe environment for honest conversations and long-term planning to improve Diversity, Equity and Inclusion, in particular disability inclusion (“This is *how* we will do it”)

**Audience:** managers, team leaders

**Outcomes:** participants understand the nature and impact of exclusion, create inclusion-strengthening goals and plans for enterprise-wide change
GOALS AND OUTCOMES
2021-2024

Athlete Leadership

Train 10,000 athletes in leadership and skills

Meaningful internal and external roles

Athletes, teammates, families, volunteers and others improve social and emotional well-being

Unified Leadership

Educate 5,000 internal and external leaders to be Unified Leaders

Engage 250 companies & organizations

Interaction with Athlete Leaders

People without disabilities behave more inclusively

Organizations are more inclusive through the work of Special Olympics and influence of athletes
UNIFIED LEADERSHIP

Call to Action

value
include
enable

See people with ID as contributors, leaders, people to learn from
Adapt behaviors and practices to create environments where people with ID have meaningful roles and jobs
Let go – share or transfer power to people with ID and let them lead
Drive business through innovation in products and services

Improve your organizational culture

Increase employee engagement and decrease turnover through a greater sense of belonging

Align with the United Nations Sustainable Development Goals

Enhance external credibility with clients, partners and vendors