



**“I KNOW MY RIGHTS!”
... but do you?**

*-Sammy Kornhauser
DRUK*



What do they have in common?



Richard Branson - Dyslexia



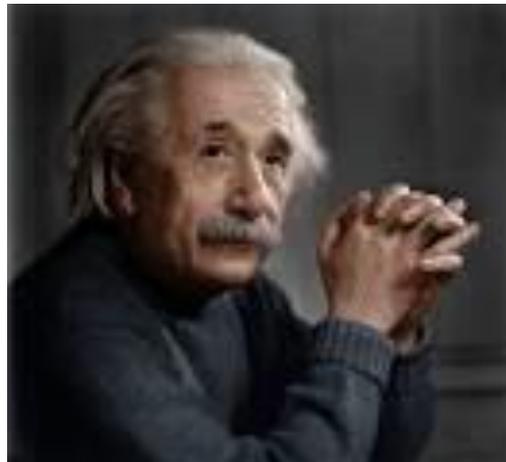
Anastacia –
Crohn's Disease



Kurt Cobain –suspected IBS



Winston Churchill - Depression



Albert Einstein – suspected Autism



Freda Khalo
-Impaired walking
from a broken spine

The National Picture

20% of population declared being impaired.

As we age, we acquire more impairments

0 -18	18 - 65	65+
6%	16%	45%

46% of impaired individuals in work compared to 76%
This represents 3 million people

This 46% significantly less likely to be employed to work with 'able bodied' individuals.

25% of the people in this room will struggle with their mental health.

Holding degree-level qualifications	
Disabled	non-disabled
14.9%	28.1%



Who inspired YOU.

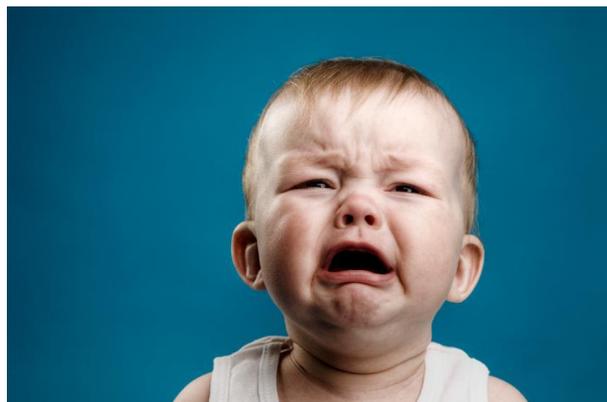
Parasympathetic Sympathetic

Dopamine
Serotonin

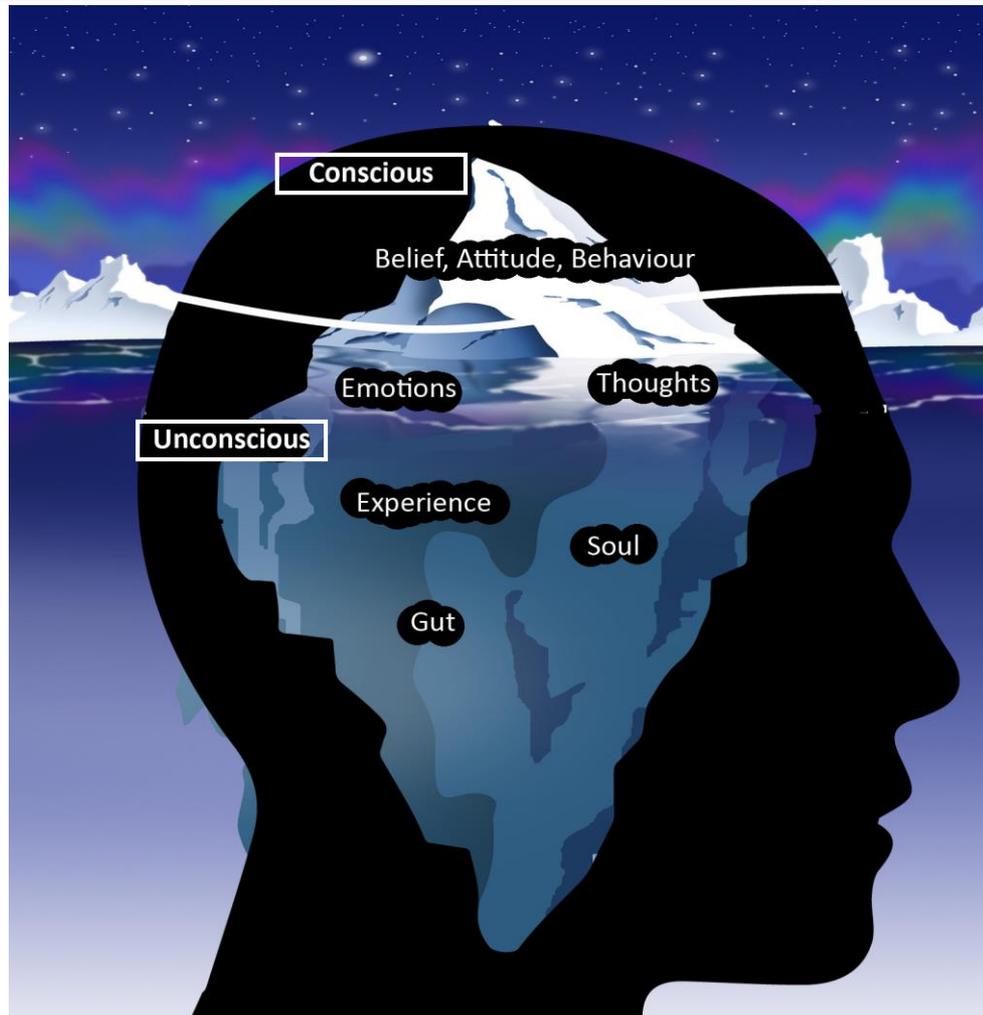
?

Cortisol

What does a voice say to you?

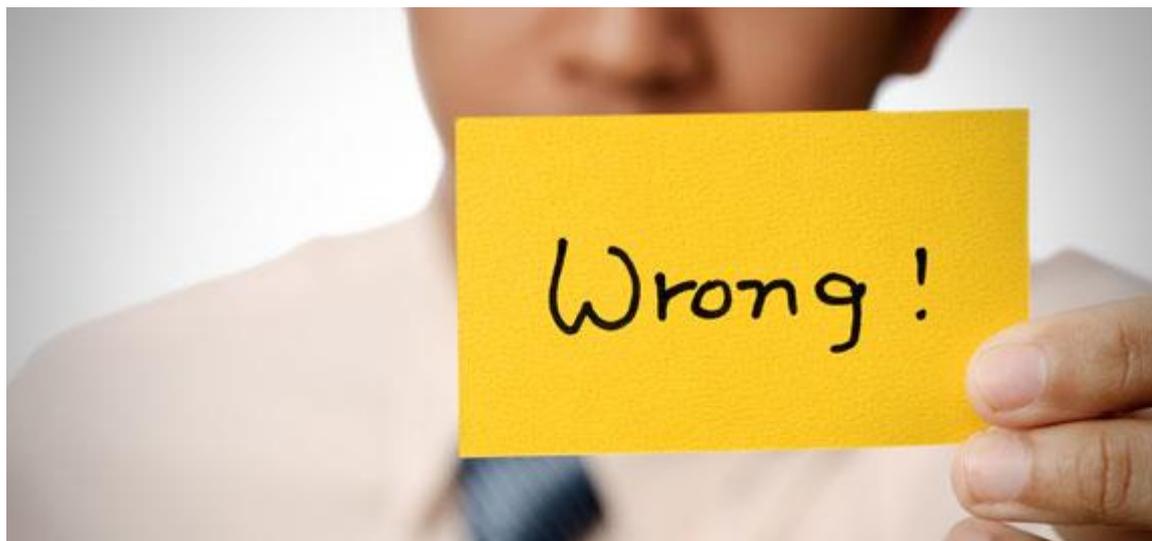


Unconscious Mind



- ✓ Background
- ✓ Cultural Environment
- ✓ Personal Experiences

Unconscious Mind



Unconscious Mind



Unconscious Mind



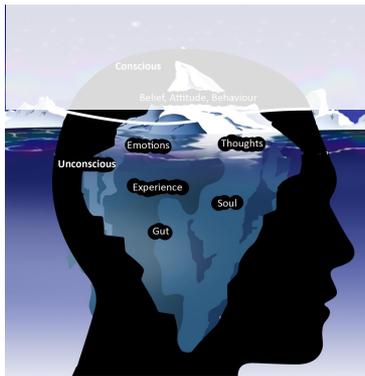
$$\text{bat} + \text{coin} = \text{£1.10}$$

$$\text{bat} = \text{£1} > \text{coin}$$

$$\text{coin} = 10^{\text{p}} + \text{bat} = \text{£1.10} = \text{£1.20}$$

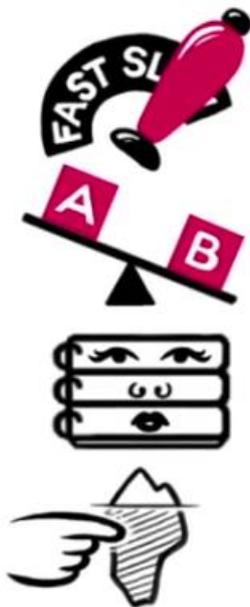
$$\text{coin} = 5^{\text{p}} + \text{bat} = \text{£1.05} = \text{£1.10}$$

Minimising the impact of Unconscious Bias



INSTINCT

Fallible Biased
Categories' people

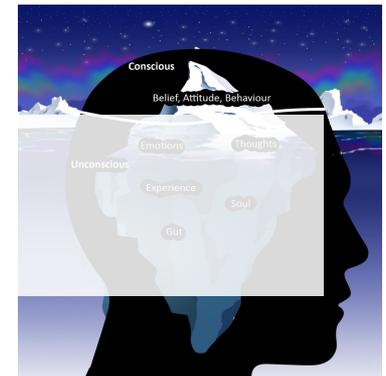


DELIBERATELY SLOW DOWN DECISION MAKING

RECONSIDER REASONS FOR DECISIONS

QUESTION CULTURAL STEREOTYPES

MONITOR EACH OTHER FOR UNCONSCIOUS BIAS



ANALYSIS

“micro-behaviours”

unnoticeable behaviours

addressing them less warmly

less attention

making eye contact less often

not discriminatory

long-term effect can be corrosive

not consciously noticed by the person

confidence and self-esteem

lead to defensive or even aggressive behaviour.

Unconscious Bias



Unconscious Bias



To **Understand** is not to agree

To **Sympathize** is not to be sorry

To offer **Help** is not being condescending

Minimising the impact of Unconscious Bias

Considering expectations from customer
- Present and future -

To Understand is not to agree

To Sympathize is not to be sorry

To offer Help is not being condescending



I know my rights! ... but do you?

Equality Act 2010

- **Multiple Sclerosis**
- **Cancer**
- **HIV**

Impact of the Industry

How does all this affect you?

7 Families Project

For example, 80% of people with MS
leave employed work after 12yrs.

Sammy Kornhauser

What is my impairment



Further Reading ...

www.disabilityrightsuk.org

www.equalityhumanrights.com

<http://www.businessdisabilityforum.org.uk/advice-and-publications/publications/>

