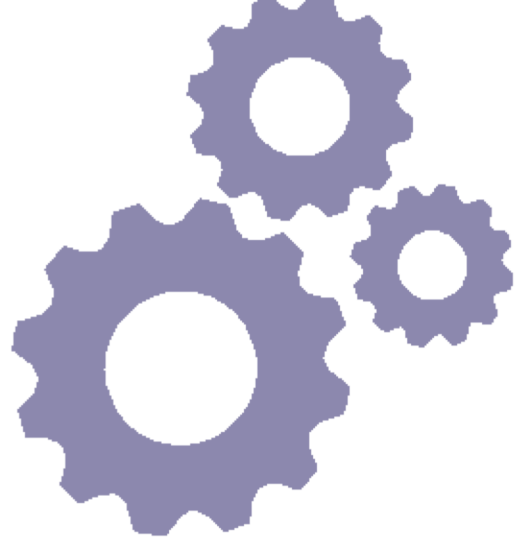




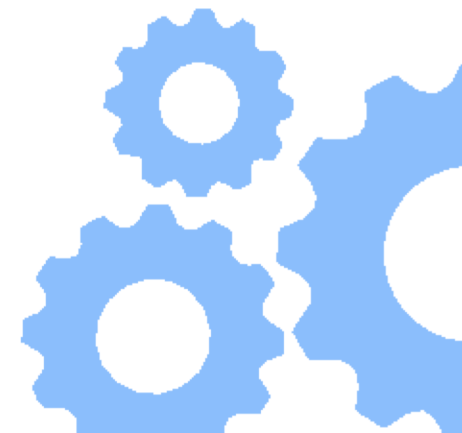
Disability, entrepreneurship and
building empathy in business



What I do...



Tweet it: @InFusionComms

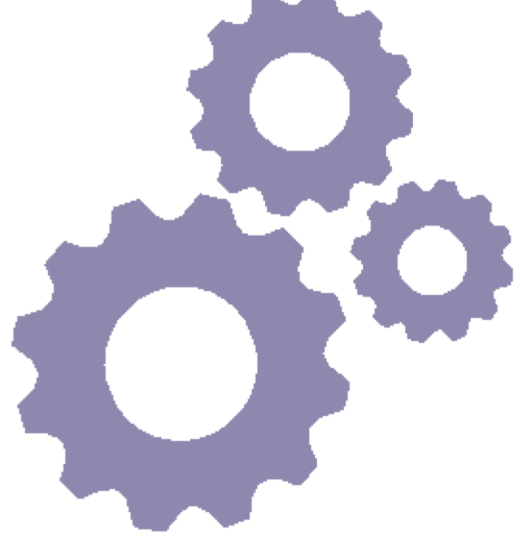


This is far more like it...

Me.
Yes, it was
terrifying.

Tweet it: @InFusionComms

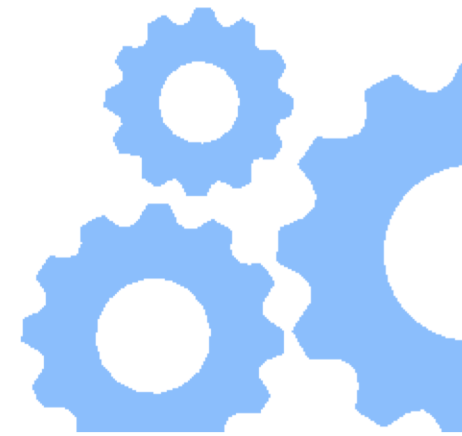


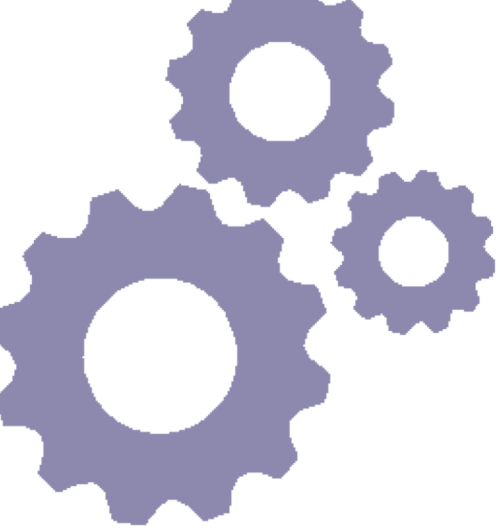


Who I am...

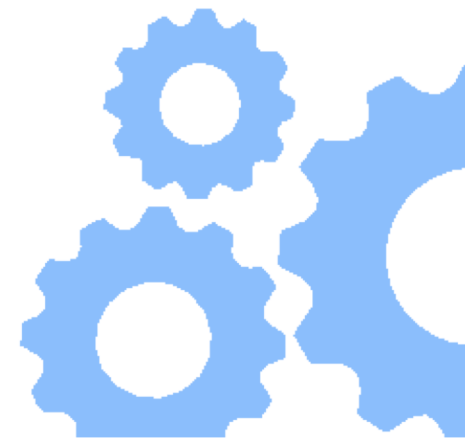
- Child of a single parent, who grew up in a council flat
- Non-university educated
- Deaf
- Business owner
- Geek
- Dancer
- Baker
- Cat parent
- Tattooed

Tweet it: @InFusionComms

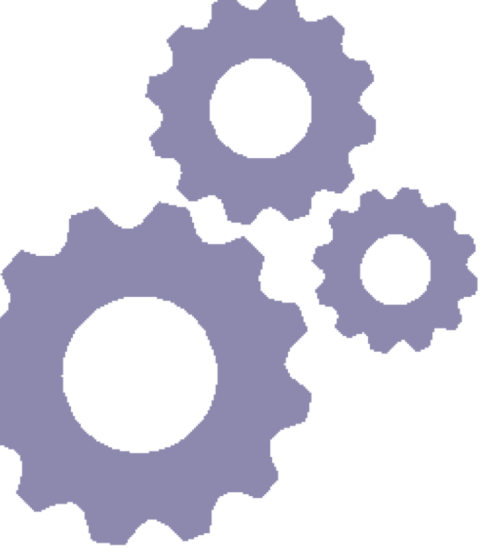




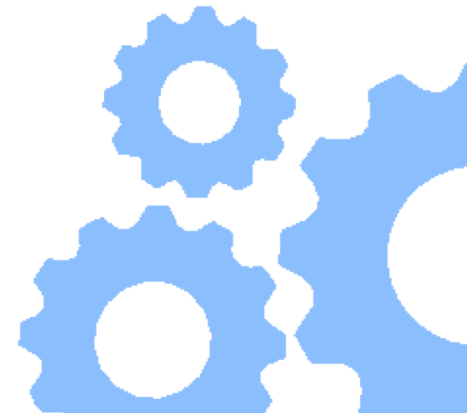
Who are you?



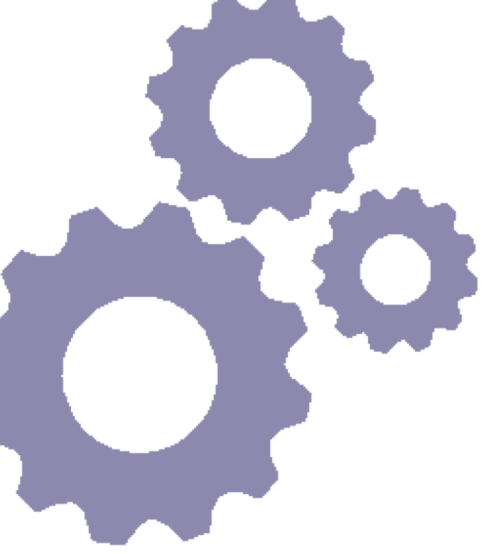
Tweet it: [@InFusionComms](#)



Why does it matter?

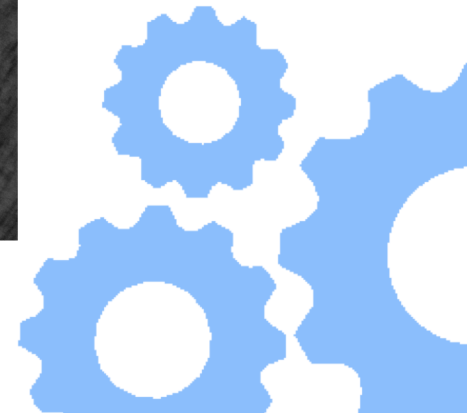


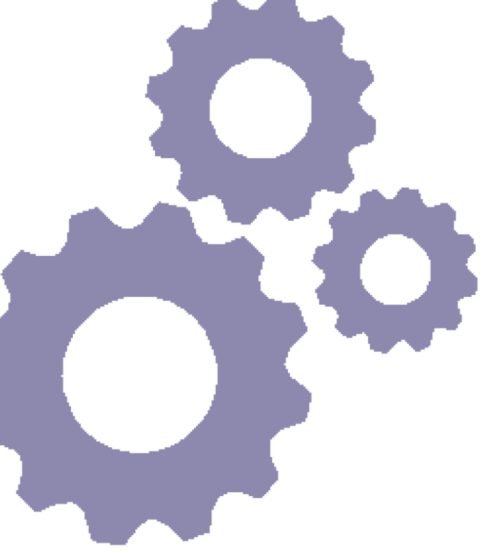
Tweet it: [@InFusionComms](#)



Owning my hearing loss

- Caused my mumps
- Hearing loss causes brain fatigue
- Can't identify voices
- No idea where sound originates

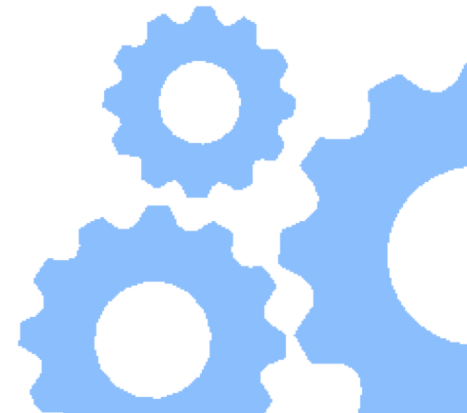


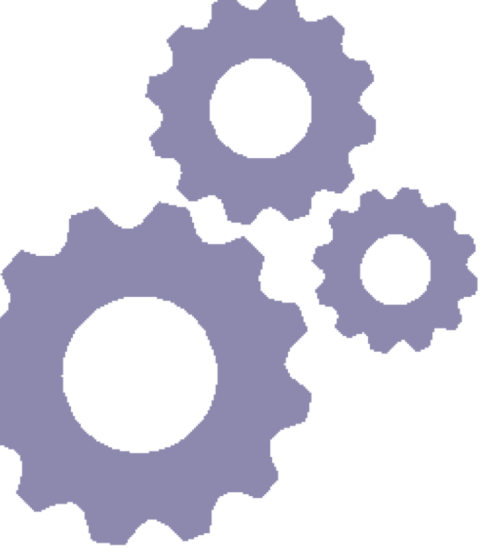


Disability in PR

8%

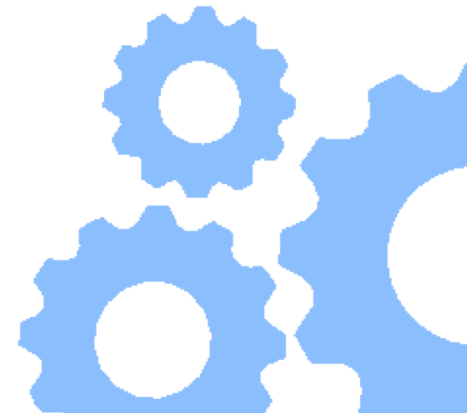
CIPR 2019 State of
the Profession Report

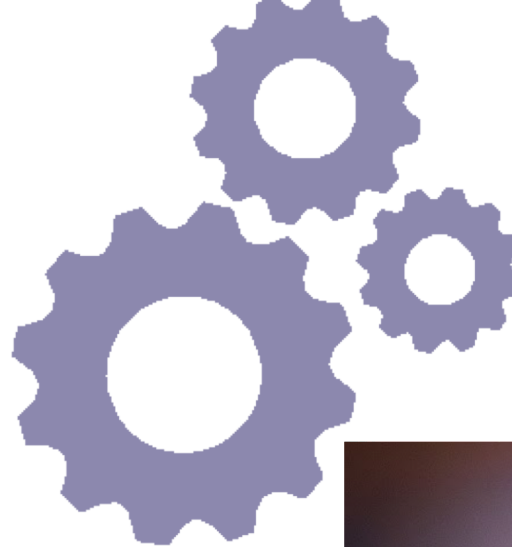




Disability in business

20% Of a business's customers
have a disability

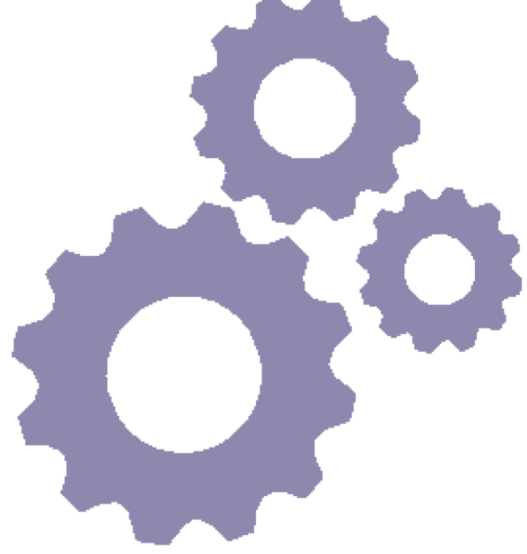




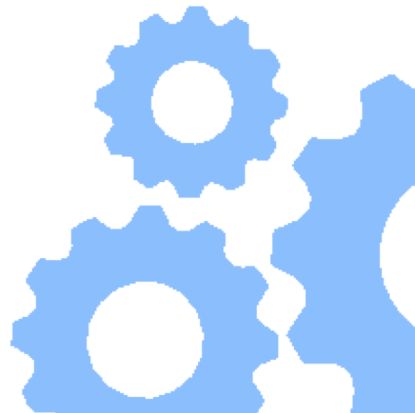
Reframing D&I in business



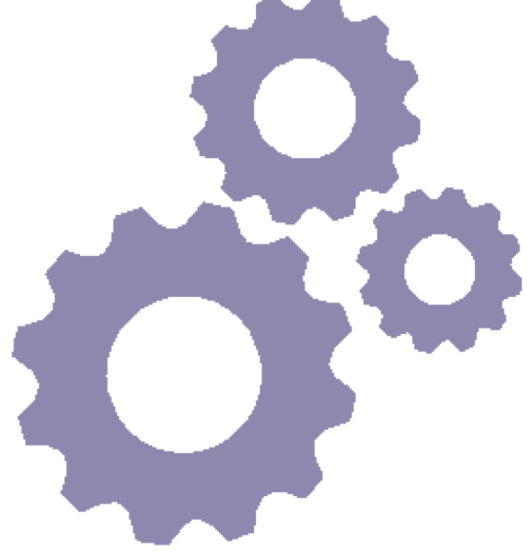
- Exclusion over inclusion
 - How are our behaviours excluding others?
 - Who are we missing?
- 



Being disabled in business

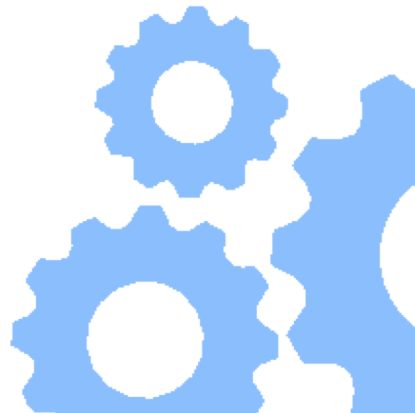


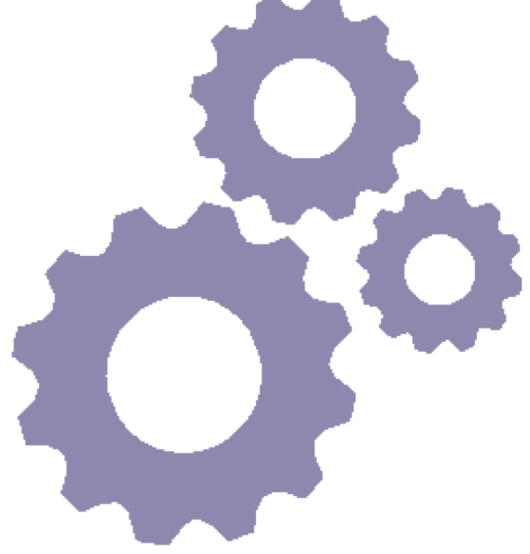
Tweet it: [@InFusionComms](#)



Building empathy in business

By sharing our experiences and understanding where they intersect, and the commonalities between us all we can change the world of business for everyone.





Thank you

Questions?

