



CHANGING — PACES —

A DISABILITY AWARENESS TRAINING FIRM



2020 MEDIA KIT

HELPING BUSINESSES INCREASE PROFITS BY
HIRING PEOPLE WITH DISABILITIES

136 Bayview Avenue, Keswick, Ontario, Canada L4P 2S9 • 905-967-3014

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ABOUT US

MAKING ORGANIZATIONS ACCESSIBLE SINCE 2007



TRISH ROBICHAUD

Trish Robichaud is a Work Life Inclusion Coach, Accessibility Compliance Consultant & a Motivational Speaker who lives with multiple sclerosis, heart disease, and bipolar disorder. She is the Owner, Founder, and CEO of Changing Paces.

Trained in the facilitation of adult education, support counselling, self-advocacy, social action and life skills, Robichaud has been successfully providing coaching, counselling and advocacy support to people with chronic illness or disability for 25 years. She has been a powerful facilitator of disability inclusion training at the corporate level for over 15 years.

In response to the Accessibility for Ontarians with Disabilities Act (AODA), her firm was the 1st in Ontario to develop, test and implement an Accessible Customer Service Training Program. That program has been highly regarded by countless municipalities, private sector companies as well as non-profit organizations alike.

WHETHER IT'S EMPLOYMENT, PROCUREMENT, MARKETING OR CUSTOMER SERVICE, IT'S NOW MORE IMPORTANT THAN EVER FOR YOUR BUSINESS PROCESSES TO BE INCLUSIVE TO PEOPLE WITH DISABILITIES.

NOTABLE PROJECTS

Delivered Keynote address for accessibility conference hosted by the Ontario Public Service Diversity Office - Ministry of Government Services.

Served as content developer & subject matter expert for series of accessibility videos for Province of Ontario's Accessibility Directorate.

Participated as expert panelist for Justice Canada's webcast in celebration of International Day of Persons with Disabilities.

Authored & produced online training program for Sunwing Airlines teaching their over 2500 employees to provide services to travelers with a disability

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BENEFITS of DISABILITY IN THE WORKPLACE

A recent Accenture four-year study found that companies that fully embrace disability inclusion had:



Source: Accenture



This makes disability in the workplace a **huge advantage** for businesses.

A 2017 study by Deloitte shows that **diverse and inclusive** workplaces are:



More likely to be innovative

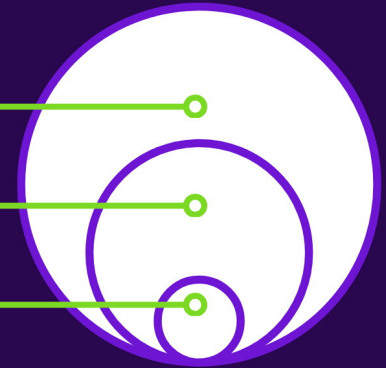
6x

More likely to effectively anticipate change

6x

More likely to meet or exceed financial targets

2x



Source: Deloitte

Here in Ontario, the employment rate for people with disabilities is only 58 per cent.



With **50%** of Ontarians with disabilities



having **post-secondary education** credentials

And an enormous pool of untapped talent!

Total



2.6 M

Unemployed



1.1 M

Ontarians with Disabilities



We have about **546,000** qualified people with disabilities who are available for work

Source: Statistics Canada

OUR SERVICES

DISABILITY INCLUSION IS AN OPPORTUNITY, NOT AN OBSTACLE



MAKING EMPLOYMENT ACCESSIBLE

Our FREE weekly Wednesday webinars highlight how organizations enjoy financial benefits such as doubling their income and increasing profit margins by up to 30% by hiring people with disabilities.



ACCESSIBLE CUSTOMER SERVICE (ACS) TRAINING PROGRAM

Our AODA ACS training program will ensure that your organization is not only in compliance with disability legislation, but also prepared to support, serve and accommodate the fastest growing sector of our population.



AIRLINE DISABILITY SERVICES TRAINING

ACCESSIBLE AIR, our online training program, empowers airline employees to provide the best possible customer service for passengers with disabilities and provides a predictable and consistent level of access to accessibility accommodations across a barrier-free, transportation system.



MOTIVATIONAL SPEAKING

We believe that cultural change happens through courageous conversations. Services include educational, inspirational and motivational speaking events. Enlighten your workforce about how "Accessibility Empowers All".



ACCESSABLE WEBSITES

We have partnered with accessiBe to offer an inclusive web accessibility solution. It's affordable and effortless. Add a single line of code to your current website for 24/7 automated global compliance and access for people with a variety of disabilities.

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WORK WITH US

UNLOCK UNTAPPED PROFITABILITY

TESTIMONIALS

"Trish is a very engaging and knowledgeable speaker in the area of corporate disability inclusion. She has creative methods for sharing best practices."

— Accenture

"Interactive discussion, well-led and summarized. Great insights and suggestions. We could have talked longer! Everyone was wonderfully engaged."

— Prosper Canada

"The training is effective because it allows people to put themselves in the shoes of the traveler that has a disability and gives us insight into things we may personally be doing that are unintentionally wrong. Once learners can connect with that, they are more likely to remember those lessons and correct their own behavior."

— Sunwing Airlines

"Trish was great to work with; she met all deliverables and was open to suggestions regarding workshop layout and delivery. She was prepared and delivered the workshop in such a way that it was very easy to understand what was required of the attendees in order to be successful at the exercise."

— Workplace Planning Board, York Region

FEATURED CLIENTS



We take great pride in doing a phenomenal job for every client we serve.

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CONNECT WITH US

WE'LL HELP YOU INCREASE YOUR BOTTOM LINE

CONTACT US

Book a free ProfitAbility Strategy Session with Trish today to see how her expertise in disability, accessibility, and AODA compliance can make your business more profitable.



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ChangingPaces.com

FOLLOW US ON SOCIAL MEDIA

Catch all of our content on living and working with a disability, transforming workplace culture, making customer service more accessible, and broadening your market reach.



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[TrishRobichaud](https://www.linkedin.com/company/trishrobichaud)



[Trish Robichaud](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)



[@PWDrPeopleFirst](https://twitter.com/PWDrPeopleFirst)

ATTEND A FREE WEBINAR



Learn from research and case studies that show that organizations that embrace disability inclusion enjoy financial benefits like doubling their income and increasing profit margins by up to 30%. Read more here: UntappedProfitAbility.com

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IN THE PRESS

THE LATEST TRENDS IN DISABILITY INCLUSION

FOR IMMEDIATE RELEASE / Page 1

Changing Paces Partners with accessiBe to Offer Affordable Web Accessibility Solution

KESWICK, ON June-July, 2020 - Changing Paces has added accessiBe to its menu of services that help small to midsize businesses comply with global disability legislation. accessiBe ensures that their website is able to accommodate the needs of customers with a wide array of disabilities. This effectively positions their products and services to a broader audience of web users.

accessiBe was developed over the course of 18 months alongside people with disabilities, including blind individuals who are leading experts in assistive technologies. One of them is a lead developer of JAWS, the most popular and advanced screen-reader in the world. The service is compatible with both JAWS and another popular screen reader, NVDA.

The front-end interface allows users to make specific, comprehensive, and immediate modifications to a webpage's display and functionality. These include changes in font size, type and spacing, color scheme and the ability to disable all animations or audio with the click of a button. There are also options to change cursor color and sizing, magnify text, enable a virtual keyboard and much more.

accessiBe utilizes artificial intelligence technology to routinely optimize website accessibility levels. This ensures that the site is automatically updated to meet the most current mandates every 24 hours. Additionally, the AI has the power to generate accurate descriptions of a website's images and embed them as alternate text tags, which are crucial to those who rely on the use of screen readers.

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IN THE PRESS

THE LATEST TRENDS IN DISABILITY INCLUSION

FOR IMMEDIATE RELEASE / Page 2

Disability Inclusion Coach, Trish Robichaud recommends accessiBe to all clients that have a digital presence. Robichaud affirms that, "accessiBe is the first web accessibility solution on the planet to use artificial intelligence to modify inaccessible web coding on the fly! They've finally made web accessibility affordable for any business that wants to expand their client base to include people with disabilities."

Trish Robichaud is the Founder of Changing Paces, a disability awareness training firm that offers workshops and webinars for businesses looking to increase profits by hiring people with disabilities. She is a leading expert in the field of disability inclusion & Accessibility for Ontarians with Disabilities Act or AODA compliance consulting and can be reached at ChangingPaces.com.

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About Changing Paces

For fifteen years, municipalities, small to midsize businesses and non-profit organizations across Ontario have relied on the services of Changing Paces to prioritize AODA compliance and improve customer service. The Accessibility for Ontarians with Disabilities Act (AODA) requires businesses to make both their employment policies and customer services fully inclusive and accessible. Changing Paces is offering a new webinar series that combines principles of disability inclusion and business operation optimization to illuminate new opportunities for increased profits. Learn more at UntappedProfitAbility.com