



Personalize to Prioritize

Strategies to Grow Your Accessibility Practice and Gain Buy-in

Hi! I'm Erin.

- Experienced Accessibility Consultant, Product Manager, Program Manager, and Strategist
- Certified Professional in Accessibility Core Competencies (CPACC)
 - *Almost* passed the Web Accessibility Specialist exam (WAS)

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Agenda

- Understand the Audience
- Keep It Simple
- Make It Personal
- Lead with Empathy
- Questions?



Understand the Audience

Who are you talking to?

Different conversations require different approaches.

- What is your goal?
- How much time do you have?
- What do they know about accessibility?



Keep It Simple

Talk to me like I'm a kid.

- Talk intentionally.
- Use plain language.
- Keep graphics clean and clear.
- Use an “If, then” approach.
- Avoid decision fatigue.

Fun Fact: These same principles apply to accessibility best practices.



Make It Personal

Start with stories, not statistics.

- Connect the business requirement to something personal.
- Use your experiences to connect to the goals.
- Personalize data to emphasize its importance.
- “Be a Dolphin, not a Shark” –Lainey Feingold



Lead with Empathy

Everyone's opinion matters.

"Most people do not listen with the intent to understand; they listen with the intent to reply."

–Stephen Covey

- Accessibility is not everyone's top priority.
- Each person's lived experience is unique.
- Every person has a right to be heard.



Questions?

Resources

- [What doctors wish patients knew about decision fatigue](#)
- [lflegal.com](#)
- [“The 7 Habits of Highly Effective People”](#)