



Business Leader Video Series Overview

Video #1)

[Creating Customer Loyalty](#) [Bâtir la fidélité des clients](#)

Introduces the viewer to the business case and how employing people who have a disability has created outstanding customer loyalty over the last 30 years for the Boggio Family of Pharmacies.

Video #2)

[Reflecting Community in the Workplace](#) [Refléter la communauté au travail](#)

Highlights a business whose workforce initially did not reflect the makeup of the community, especially in regard to people who have a disability. The viewer learns the CNE has gone on to create a plan, achieve targets and see immense benefit. This gives the business viewer material they can relate to if they have not yet begun to actively recruit people who have a disability. The video ends by reinforcing the business case for doing so.

Video #3)

[Tips on Working With Service Providers](#) [Travailler auprès de fournisseurs de services d'emploi](#)

Outlines how service providers reduce the recruitment process for businesses and provide a competitive advantage. Viewers are given tips from a business perspective for connecting with service providers. This video builds on videos that lay the groundwork for the benefits of employing people who have a disability, and introduces the service provider as a key element to a successful strategy.

Video #4):

[Can I Fire an Employee Who Has a Disability?](#) [Puis je congédier un employé ayant un handicap?](#)

This video tackles a question many businesses have, especially smaller to medium-sized businesses. This video reassures the viewer, from a legal perspective delivered by a lawyer, employees who have a disability can be fired the same as any other employee if necessary. Thus, there is no barrier to hiring.

Video #5)

[Paving the Path for Career Advancement](#) [La voie vers l'avancement professionnel](#)

Gets the viewer thinking about possibilities once they've begun to actively recruit and employ people who have a disability. This video highlights the fact employees who have a disability are a valued part of the workforce from a business perspective, and Sodexo's desire to ensure they have room to grow within their careers and remain with the company.



Video #6)

[Employers Talk Business Benefits](#)
[Les employeurs discutent des bénéfices d'affaires](#)

Presents the strong business case for hiring people who have a disability from five industry leaders and explains how actively pursuing this talent pool has created even greater success for these businesses.

Video #7)

[Business-To-Business Advice](#)
[Les conseils d'une entreprise à une autre](#)

Five successful business leaders share their advice on hiring people who have a disability. The viewer learns tips and best practices to apply to your to their own business.

Video #8)

[Recruiting Employees Who Have A Disability](#)
[Recrutement d'employés ayant un handicap](#)

Explains to a business audience how to take the next step to ignite inclusion and receive business benefits as five successful business leaders discuss the ways they actively recruit people who have a disability.

Video #9)

[How To Increase Workplace Morale](#)
[Rehausser le moral dans le milieu de travail](#)

Business leaders talk about the boost in workplace morale as a result of their inclusive hiring strategies. The viewer learns how hiring people who have a disability can create a more positive culture for all employees.

Video #10)

[Gain Competitive Advantage](#)
[Gagner un avantage concurrentiel](#)

Five successful business leaders talk about the inclusive hiring strategy that's taken them to the next level by recruiting and hiring people who have a disability.

If your organization would like to order this series of videos with your own branding or has any additional questions, please email info@odenetwork.com.