Discussion Guide
for the
Campaign for
Disability Employment’s
Public Service Announcement

WHO I AM

What can YOU do?
The Campaign for Disability Employment
WhatCanYouDoCampaign.org
Diversity and Inclusion

“My disability is only one part of who I am.”

GETTING STARTED

• What were your first thoughts when you saw this PSA?
• How would you describe who you are?
• How do you think it benefits employers to have people with different attributes/identities working for them?

RJ Mitte
is a film and television actor with cerebral palsy known for his roles in “Breaking Bad” and “Switched at Birth.”
Expectations

“I was given a chance.”

CONVERSATION STARTERS

- What did you think when you learned more about each individual?
- What wouldn’t people know about you, your skills and abilities just by looking at you?
- Has another person’s expectations about what you can achieve ever affected what you accomplished? If so, how?
- How do you let people know what you’re capable of achieving? How do you get to know those same things about them?

Ron Drach is a consultant and advisor on veterans initiatives, has a prosthetic leg as a result of combat injuries and is hard of hearing.
CONVERSATION STARTERS

• How do you decide when—and with whom—to share things about yourself?
• Why would someone choose to disclose his/her disability?
• Is it important to share one’s disability with an employer or prospective employer? If so, what factors at your workplace would help you feel comfortable disclosing?

Self-Identification
“I’m working in a job I love.”

Meg Guliford is a researcher with a defense contractor and has multiple sclerosis.
CONVERSATION STARTERS

• What tools do you rely on at work to be productive?
• Have you ever had to request equipment, software or a flexible schedule to help get your work done?
• What made it easier/harder to make the request?
• How do you think employers benefit by providing accommodations?

Denyse Gordon is a senior manager at an IT services company, served in the Air Force and has post traumatic stress disorder.

Productivity Tools

“I contribute my skills and talent.”
Empowerment

“At work it’s what people can do that matters.”

CONVERSATION STARTERS

• What does the term “empowerment” mean to you? What makes you feel empowered?
• Do you think the individuals in the PSA feel empowered? Why?
• How might disclosure in the workplace be empowering?
• How does empowerment lead to employment and how does employment lead to empowerment?

Kate Matelan is a copywriter, freelance magazine contributor and has quadriplegia.
Elizabeth Kumar is an educator in the Washington, D.C. area and has lupus.

Pat Leahy is a senior advisor at the U.S. Election Assistance Commission and is blind.

Enas Bell is a certified fitness instructor, who also provides Arabic interpretation services and is legally blind.

Vander Cherry is a clerk at the U.S. Department of Education and has both intellectual and physical disabilities.
“WHO I AM” is the third PSA from the Campaign for Disability Employment, a collaborative effort led by the U.S. Department of Labor’s Office of Disability Employment Policy along with leading business and disability organizations. The goal of the Campaign is to promote the recruitment, retention and advancement of people with disabilities by encouraging employers and others to recognize the skills and value they bring to the workplace.

“Who I Am” features nine individuals with disabilities who demonstrate that they are the sum of their many life roles, which include working in jobs they love.

THIS GUIDE can be used by employers, affinity groups, teachers, job seekers, counselors and others to stimulate conversation about the value and talent we all bring to the workforce. In the workplace, the discussion can help create a culture of acceptance so workers with disabilities will have increased opportunities for inclusion, success and advancement. A discussion also can help young people, with and without disabilities, develop confidence to succeed in their careers. In addition, the guide can help everyone recognize when and how stereotypes might hamper a person’s ability to bring his/her whole self to all they do—including work.

THIS GUIDE can be used as part of a training program that explores related matters such as recruiting, interviewing, hiring, disclosure and accommodations, but is not intended to be a standalone training tool. For more information and resources go to www.whatcanyoudocampaign.org/toolkit.html.