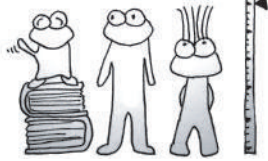


LEVEL UP NEWBIES



New starters have a chance at changing culture before the culture changes them. Build their awareness and empathy and get them while they're fresh - target the induction and training programs, and even go to the source, the schools that teach the skills.

Use to get to fresh starters early before they become indoctrinated.

ATTITUDE ADJUSTERS

ROOM FOR IMPROVEMENT



Gently expand the audience's awareness of the world of access requirements, through showing examples they can relate to and the benefits of improved access.

Use as first choice for audiences likely to get overwhelmed and block out any negative messages.

ATTITUDE ADJUSTERS

HAMMER OF REALITY



Hard-hitting reality checks can quickly build awareness, by highlighting the problems and real-world implications. Give immediate actions they can take.

Use carefully and only if audience is the type that can handle the shock.

ATTITUDE ADJUSTERS

ELIXIR OF EMPATHY

+10 BONUS



Make them care by emphasizing the human experience of accessibility. Focus on the impact on the individual rather than just on the disability.

Use regularly to demonstrate the inclusive nature of accessibility.

ATTITUDE ADJUSTERS

BAG OF SHINY THINGS



Attract attention and engagement with incentives such as skills enhancement, to answer that unasked question 'What's in it for me?'

Use to spark interest, when confronted with looks of boredom or indifference.

ATTITUDE ADJUSTERS

CLOAK OF VISIBILITY

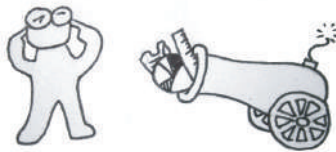


Find ways to identify the individuals who are apathetic, deniers and bargainers, rather than not know who they are.

Use to reveal people's attitudes in order to pick the right strategy for them.

ATTITUDE ADJUSTERS

WEAPON OF MASS INSTRUCTION



Statistics, case studies & user stories.

Use* when combating He Who Needs More Proof and when it is necessary to show ROI.

***Warning:** information overload may backfire, potentially resulting in shellshock and deeper denial.

ATTITUDE ADJUSTERS

BOOTS OF ENCOURAGEMENT



Forceful encouragement for when individuals or teams need an extra 'push' to get moving.

Use with individuals and teams to get them going in accessibility. Best applied to rear ends, not on toes.

ATTITUDE ADJUSTERS

SHIELD OF FACE SAVING



Help turn opposition into allies by letting blockers change their stance if they are not made to look like they were wrong.

Use techniques to redirect attention from the opinions to the agreed achievable tasks.

ATTITUDE ADJUSTERS

BADGES OF RECOGNITION



Recognise contributions and celebrate achievements, both big and small.

Use to help build win-win situations for all.

ATTITUDE ADJUSTERS

ATTITUDE ADJUSTERS

Ideas for how to become/find/create champions of accessibility in your organisation



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CATCHER OF SMALL WINS



A series of small wins raises confidence and trust. Helps build strong foundations for further work.

Useful in short timeframes or in hostile environments.

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HAND OF HELPFULNESS



Many hands make lighter work, and a helping hand encourages deeper engagement through targeted checklists, 1-on-1 sessions & other helpful materials.

Use to help lighten load on others and offer it with a friendly (and genuine!) smile.

ATTITUDE ADJUSTERS

OIL OF EFFICIENCY



Grease the wheels. Set plans in motion to secure funding and get accessibility embedded into governance and systems development processes.

Use to prepare the machinery of a committed organisation.

ATTITUDE ADJUSTERS

A VERY BIG STICK



Sometimes hard heads need to get softened a bit.

Use only when all other strategies have failed. In case of emergency, also use Direct Line to the Boss.

ATTITUDE ADJUSTERS

GROUP HUGS

+1 CONSTITUTION

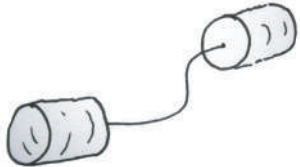


Gain strength and knowledge from support groups such as accessibility breakfasts, conferences and forums. Develop networks to help each other learn and acquire skills. Tap into what others have already done.

Use for providing resistance to fatigue and increasing willpower.

ATTITUDE ADJUSTERS

DIRECT LINE TO THE BOSS



Support right from the top provides the Power of Authority.

Use when you need to Get Things Done.

ATTITUDE ADJUSTERS

NINJAS



Find guerrilla advocates who can sneak accessible solutions into the workplace and make it look like it was always that way.

Use when it is more effective just to get things done and avert battles.

ATTITUDE ADJUSTERS

ALLIES

+1 STRENGTH



Go from strength to strength by building up a force of allies and friends within the organisation to help champion accessibility within their teams.

Use for strength in numbers; makes for safer walks through code and car parks.

ATTITUDE ADJUSTERS

KNUCKLES OF KNOWLEDGE



Be an Authority based on detailed and balanced knowledge of the subject matter, guidelines and the user experience.

Use to knock through belligerent arguments or ignorant claims. More potent when combined with either Elixir of Empathy or A Very Big Stick.

ATTITUDE ADJUSTERS

CHARM OF INFLUENCE



Develop the ability to identify current attitudes, potential blocks and which strategy to use when trying to effect change.

Use any time. Adding actual charm highly recommended.

ATTITUDE ADJUSTERS

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Ideas for how to become/find/create champions of accessibility in your organisation



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HEALTH POTION



Give positive reinforcement and sustenance to the battle-weary Champion, by keeping them up-to-date with information, events, techniques and news in the accessibility community.

Use to re-energise Champions when their batteries start to run flat.

ATTITUDE ADJUSTERS



IGNORANCE

Unaware of accessibility requirements, issues or why it is relevant. Resistance to change doesn't stem from malice but from a genuine lack of awareness or appreciation of the nature of the problem.

ATTITUDE



APATHY

Not interested or concerned. May have heard the arguments but may be far-removed from the reality or impact of accessibility issues.

Don't see how it affects them or why they need to bother.

ATTITUDE



DENIAL

Has actively taken a stance against action for accessibility. Has heard and discounted the arguments already, believing it to be false, too hard, unnecessary - "just not a problem".

ATTITUDE



BARGAINING

Generally understands that accessibility needs to be addressed but also has to deal with competing priorities.

May try to do the bare minimum required without affecting scope, requirements and resources.

ATTITUDE



EDUCATED & AWARE

Understands the importance of accessibility, and actively wants to do something about it.

May have varying levels of accessibility know-how, but generally knows what needs to be learned.

ATTITUDE



COMMITMENT

Has made a pledge or promise, recognised and affirmed obligations, and takes steps to get a plan in action.

ATTITUDE



CHAMPION

Fights for or defends accessibility. Promotes the cause. Gets things done.

ATTITUDE

USING THE CARDS

Trying to embed accessibility as part of business as usual? Want to build accessibility champions and bring about cultural change? Trying to change your organisation or people's attitude to accessibility?

The Attitudes (7 cards) provide an insight into the reasoning and mindset of people who fit in these categories.

The Attitude Adjusters (21 cards) are strategies that could work to combat or to support specific Attitudes to bring about culture change.

Use these as conversation starters to identify your audience, find out which attitudes you are dealing with or want to promote, and pick the strategy that suits.

And best of luck.
May your world be full of champions.

ATTITUDE ADJUSTERS

ATTITUDE ADJUSTERS

These cards refer to web accessibility and reference the Web Content Accessibility Guidelines (WCAG) 2.0.

Did you have an idea about what to add to this card deck, or share how you have used these cards? We'd love to hear your ideas and stories!

Drop us a line at info@stamfordinteractive.com.au

These cards are freely available from www.stamfordinteractive.com.au



Created by Stamford Interactive
Illustrations by *SUPIYA PERERA*

ATTITUDE ADJUSTERS

ATTITUDE ADJUSTERS

Ideas for how to become/find/create champions of accessibility in your organisation



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