My name is Michael.

I'm from Microsoft I'm the Digital Inclusion Lead

there and also the Chair of the Employee Resource Group

for employees with disabilities at Microsoft UK.

We're going straight in, just to make it exciting.

So you might have seen this this morning,

I couldn't follow this morning, but I'm sure that there'll be

some repeats there, but that doesn't make them less valuable.

There are over a billion people in the world who have disabilities,

many of whom need assistive technology,

but only one in 10 have access to the products needed.

This means many of them can't fully participate in our economies and society.

The unemployment rate for people with disabilities is double

for that of people without.

Being disabled, whether temporary, situational or permanent is something that can

affect all of us or someone we love at any time.

So I just wanted to make sure that this unemployment rate is still there,

has been there for ages, by the way.

Now, the other way we could think about

why are we having this session is, think of it this way.

If you don't consider accessibility and inclusion,

you are excluding a large segment of

the global population who could be customers or employees, talent.

It's like saying to every fifth person who walks in your door,

I don't really want your business,

and that's the thing that we want you to think about.

When we look at our own journey,

and I'm showing here a model.

Now, I don't want you to memorize this model.

We're just going to zoom in on one particular thing,

which is that part which is called investments.

I will get back to that.

When we look at our own journey,

at the model we created, yes,

we created a model with eight points in there,

but we're zooming in on the model.

So I'm not going to explain this today.

We created to help measure our progress.

I'm more than happy to share that with you.

As I already said, we see that this model is comprised of

eight over-arching dimensions by which we access our accessibility journey.

So this is people and culture, having a vision, some investment.

You will need to invest in this standards,

getting training, support tools, procurement,

making sure that you continue to buy accessible products, for example,

but also developing new products in a way that they're

accessible from the start, but also as an element of sales,

marketing, communications in there.

Now, for today's session,

we are going to focus on that box which

covers investments and there is a reason for that.

Getting you on that journey probably will need some tools other than things that you

could draw under that umbrella investment. Now, why is that?

So zooming in that investment thing,

and I could already see your ears perking up here.

But our findings are that costs decrease as you improve your processes and tools.

So just in case that word 'investments' either turned

you off or you were looking like, 'Where is this going?'

So here's a quick story,

I was talking to a retail bank and I was going through that process on

what they had to do when somebody had a disability and engage with them.

They were going like, 'Well, when that happens,

we got this escalation process and then you have experts

engaging and we have to make sure that everything is just right.'

So I then gave the impression that I wasn't empathizing,

I was like, 'Oh.'

I said, 'That is so great that you're doing that and that must cost you more, right?'

Then around the table, heads were nodding and somebody said,

'But it's worth it,' and then I said,

'You do know that since 2010,

you had access to the accessibility checker in Office, right?

So most of your communications could have been accessible

from the start,' and that was a mic drop moment,

the room went quiet, very quiet, actually.

It was like a face palm moment,

'Oh, this is what the different tools can give you.'

So you don't have to have that much investment

after the fact for escalating when something happens.

You could just do it right from the start with the right tools in place.

That was a story and a point I wanted to make.

So actually, you could be doing less investments if you get this right from the start.

Anyway, end of talk.

This is all about the accessibility checker,

and I'm going to do some demo.

The accessibility checker is there across our platform to

help you succeed with accessible performance.

We want to make sure that your digital content is accessible

because even, we saw that,

with the pandemic, we had to work so much remote.

But at the end of the day,

whatever you created in a digital way,

you don't know where that would land up.

That could land up with somebody who wants and wants

to consume content in an accessible way.

So why else would you create content in first place?

You just don't do it for fun.

So more than ever,

as we are still remote to an extent,

when we create, we want to make sure that everyone can consume digital content.

Now, we're going to do some changing.

I'm going to now change

my screen and I will need the help at some point

from the support people in the sense that they say, 'Yes,

we are now seeing your other screen.'

So I've got this all open.

This is one which I prepared earlier, bit like popular cooking programs on TV.

What you will be seeing here,

shout if you're not seeing a new screen,

or maybe shout if you are seeing a new screen.

Yes. We have a recipe which looks very tasty.

Fabulous. So what you're seeing here is Word.

So I opened up Word and I got here very well put.

Most people like a curry,

so that's why I picked a curry,

start from a recipe for chicken curry.

As you can see, this is the familiar Word environment, and you'll

see here on the bar already saying 'Accessibility investigate'.

So I already know that there's something to be done here.

This is a recipe I copied straightaway into Word from a popular website.

I'm not going to name anybody.

But this looks like anything that you would just

get on a daily basis on how to surprise your family.

When I click on 'Review' here, and I'm sure I did. I have it.

I see here available check accessibility.

There are some options there like going deeper in,

but let's just keep it high level, check accessibility.

Lo and behold, I see a little box appear here on

the right-hand side and it will give me the inspection results.

Now, let's assume I don't know anything about accessibility but I want

to be accessible and I get here, errors.

Warnings are okay and, at times, it will also give you tips,

that's even just tips.

There's a hierarchy here,

but it does say 'Missing alternative text'.

What's that about? This is picture 10 and if I click on that,

it shows me where it is.

But then also, it shows me underneath here,

I'm just going to click this one away,

it shows me underneath here

because, on the one hand, you might want to see

what's going on here and maybe you want to even learn.

So there's a why fix.

It will tell you, 'Alternative text for images

and other objects is very important for people who can't see the screen.

Screen readers read alternative texts aloud.'

It's the only information many have about the image.

Good alternative texts helps them understand the image.

Then it says actually steps to fix. But we're going to do it.

Fear not, we are going to do it.

But this is the thing, I see a curry, but a picture is a picture,

and if you can't interpret the picture,

a screen reader can do that, for example,

but you need to help the screen read a little bit.

What are my actions? So recommended actions,

add a description or mark as decorative.

If there's no point describing the picture,

then I could just say as decorative.

I have to say, in this particular case,

because I already have chicken curry recipe,

that wouldn't be a fair choice because at the end of the day,

if I say 'chicken curry recipe', the screen reader will read that,

and then for the image, it will say 'chicken curry'.

Don't say picture of a chicken curry, that's just pointless.

That would be a repeat. In this case,

it would actually be a good thing to do as saying,

'Yeah, I'll mark it as decorative,'

and that way, the screen reader will not read it out.

I could also, thanks to the wonders of technology,

have intelligence services tell me what they are making of this.

I'm just going to check what intelligence services, cognitive services.

By the wonders of artificial intelligence,

it said this is a plate of food, not too bad.

It even says 'medium confidence'.

That's not too bad, I would say.

I'd go for a winner on artificial intelligence.

It could have said all kind of things.

I got a kind of puppy who didn't quite digest its food this morning.

Let's not go into details, Michael.

Other errors at case, warnings.

Those are things that you don't necessarily have to look into.

But it says, 'Okay.

how to read text contrast'.

It shows me again the text and it says why here.

Then it just says, 'Well,

the recommended actions is to change the font color.'

To be fair,

what it was like, it was like beige on yellow.

Don't ask me for colors.

My wife says we're going to do the room in duck egg white.

I don't get that, to me it's white.

But here, we having beige on yellow,

which could be hard to read, and it will tell you that,

and you can then just change it,

either the page color,

it gives you that choice, or the font color.

So that's one particular demo.

I'm now going to be even more daring and go

to another application, just in case,

because I've got minutes to spare, I see,

although, I'm going to have to be fast.

What I'm going to do, you should now see a screen of PowerPoint,

which a blue background and white letters.

Yeah, we can see that.

Fabulous. Thank you for your help.

I'm not presenting, credit to the accessibility checker,

same thing, it's straight away there.

It's the same mechanism and that's key as well,

that it's the same everywhere.

Again, it says 'Accessibility investigate'.

Here you see again errors and you see again warnings.

Let's go to what we've already talked a little bit about, missing alternative text,

really violating this stuff here.

But let's go check reading order.

Why is that important?

Well, when a screen reader reads,

it will read in a certain order and at the same time, think of it this way.

When you create a slide,

sometimes we do this, and then we do that, and we

don't necessarily will create it in the order from top to bottom

or from left to right, where, you know,

we are our creative selves.

Then at that point, you might have created a complete order,

which is nonsense to a screen reader.

It says 'Check screen reading order'.

It explains again why people who cannot see the slide

will hear slide text, blah blah blah, in a certain order.

That's why this is really key. Let's look at this.

What this has done here of this nice slide,

it has broken down all the objects on it

and showed you the order it's going to be read.

The first one is titled,

'Why is [inaudible] make sense?'

The second one is a picture and this case,

yeah, I could argue that that is okay.

The second one is that kind of subtitle.

You know what? I still prefer the subtitle underneath the title.

What I've done, I've just dragged and dropped it up.

Now, the reading order will be the title first,

then the subtitle first,

and then the picture, and so on,

and this is how you can do all kinds of things.

I don't really have to learn about this.

It just tells me why,

it tells me how, and it brings me straight in in

a very easy way to then go through things.

Now, looking at the time,

I got one minute left,

I am still just going to completely

be even more daring and whiz back to my presentation.

Hopefully, that will go with the powers of broadband and

that kind of stuff, if that is even an expression.

You should now at one-point see my slides again.

Just in case, I'm sure we share these things, but just in case,

we have training material on this as well,

which can give you a batch.

Those are the links there.

I'm not going to read them out,

but happily to share them.

I'm sure that the wonderful organization

from Kent County Council can provide this,

[inaudible] stack as well,

but you can learn more about this and you can gain a badge.

Wow, that's me.