

Did You Know?

The Department of Education states that 1 in 5 people have a learning disability?

- That's 20% of the workforce who can not absorb and process information the way it is presented to them
- Because dyslexia and other learning disabilities are invisible, companies have a problem that effects the bottom line without even knowing it

Turnover costs American companies roughly 100% (+/-) of each position turned?

- In a company of 100,000 employees with an average salary of \$50,000 and a turnover rate of 10%, the cost of turnover is \$500 million
- A 1% reduction in turnover costs would result in a \$5 million dollar savings

That Gen X and Y share learning needs and patterns similar to those who have learning disabilities?

- By 2012, 70% of the workforce will be made up of Gen X and Gen Y
- Because of the information age and changes in how we interact with information, generations raised on technology are *learning* to learn the same way people with learning disabilities are *born* to learn

The New York Times reported that 35% of entrepreneurs are dyslexic while only 1% of managers in corporate America have dyslexia?

- The study also found that those with dyslexia shared strengths such as problem solving, creative thinking, delegating and communication skills
- Corporate America is alienating the people with the very skills for which it is spending millions to find and cultivate

A whopping \$109.25 billion is spent annually on workplace learning and performance according to the 2006 ASTD State of the Industry Report?

- Money spent on training walks out the door with each termed employee, minimizing ROI
- Not reaching full capacity in training is like being satisfied with losing money and customers by marketing a product that only captures a portion of the target audience

That by effectively incorporating people with learning differences into the workplace, companies can reduce the costs of turnover, reap greater returns on training investments, garner more innovation, procure and develop the entrepreneurial spirit so sought after in recent years, access a whole new kind of creativity and open up an opportunity to develop more diversity among the management ranks?

Retain. Teach. Engage. Grow.

Don't Just Succeed. **Exceed.**