



## **Serving Customers with Disabilities (series)**

PSA and Discussion

---

### ***When we look at someone, do we see “all” of who they are?***

*The Who I Am* public service announcement was created to address this question. Dig deeper into this topic by taking part or facilitating this group activity. First watch the below video and then lead your group through the discussion.

The video is roughly one minute long, but discussion can take as little or as long as you'd like. If you have questions or are new to facilitating and would like help guiding your group through these conversations give us a call. We'd like to help! Please contact us via the information listed below.

#### **WHO I AM PSA**

This short video features nine individuals with disabilities who demonstrate that they are the sum of their many life roles, which include working in jobs they love.

#### **THE GUIDE** (Please print in preparation)

This discussion guide was designed to stimulate conversation about the value and talent we all bring to the workforce. This discussion can help create a culture of acceptance so workers with disabilities will have increased opportunities for inclusion, success and advancement. It can also help customers develop confidence to succeed in their careers by working with knowledgeable case workers. 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.

### **NCWorks Training Center**

ncwtc@ncommerce.com

Phone: (919) 814-0399

*Funded and led by the [U.S. Department of Labor's Office of Disability Employment Policy](#), the CDE is a collaborative effort among several disability and business organizations that is working to change attitudes about the employment of people with disabilities, and foster dialogue around these important issues. Members of the CDE are included [here](#).*