

## Criteria for Symbol-Friendly Organisations

From defining the needs of your customers to onboarding the symbol-friendly ethos within your organisation, these five steps are designed to guide you on your journey to becoming a symbol-friendly organisation.



**Symbol-friendly recommendations**

**How can I meet these recommendations?**

**What impact will this have?**

### 01 Define

Establish the communication needs of your customers and how your organisation can support information sharing in a symbol-friendly way.

Work with Widgit to define the key messaging / pertinent information that is relevant to your business through symbol-friendly resources that meet the needs of your customers.

By understanding the communication needs of your customers, they will feel acknowledged and supported – allowing you to celebrate your services and experiences with as many people as possible.

### 02 Create

Design symbol-friendly communications that reflect the needs of your customers, adopting a consistent use of symbol language.

Work with Widgit to create tailored resources that deliver an accessible experience for your customers, while adhering to your organisation's branding.

By adopting a consistent use of symbol language across your organisation, symbol users will feel recognised and be empowered to access your communications.



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### 03 Onboard

Introduce the symbol-friendly ethos to your organisation's employees, and outline how you plan to implement symbol-friendly resources to support customers moving forward.

Supported by Widgit, ensure employees understand what defines a symbol-friendly organisation, and how they can play a role in supporting customers on their journey.

Staff will have the knowledge and confidence to engage and support symbol users, embedding symbol-friendly materials in their practice.

### 04 Embed

Integrate symbol-friendly stories and communications across your organisation that are clearly signposted and easy for symbol users to access.

Receive training on symbol communication and deploy your resources physically or digitally (accessible via QR code), with support and advice from Widgit.

With symbol-friendly resources readily available, customers of all abilities can navigate your organisation's services and experiences – whether in person or online.

### 05 Embrace

Engage with customers (in person and online) and make them aware that you are a symbol-friendly organisation that embraces symbol-friendly practices.

Display Widgit's 'Symbol-Friendly Organisation' logo, and use the templated resources provided to promote your support of symbol users.

With clear signposting across your organisation, symbol-friendly communications are easy to access, demonstrating your organisation's commitment to symbol users.

For more information about your symbol-friendly journey, contact the team by emailing: [symbolfriendly@widgit.com](mailto:symbolfriendly@widgit.com)

*We look forward to hearing from you!*

