

GenAI for accessibility: more human, not less

How does Microsoft 365 Copilot
impact the working experience
of people living with disability
and/or neurodivergence?

■ ■ ■
The better the question.
The better the answer.
The better the world works.



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Table of contents

03	<u>Executive summary</u>
09	<u>Beyond productivity</u>
20	<u>Removing barriers</u>
25	<u>Improving productivity</u>
27	<u>Enhancing meaning</u>
31	<u>Case study: Somerset Council</u>
34	<u>Recommendations</u>
37	<u>Appendix</u>

Executive summary

Much attention has been given to the potential of generative AI (GenAI) to achieve productivity and efficiency gains. While this is important, we also wanted to understand more about the subjective experience of users. In this report, we focus specifically on employees living with disability and/or neurodivergence*, and their experiences using Microsoft 365 Copilot.

We heard from over 300 employees who identify as disabled or neurodivergent, at 17 organizations worldwide. We learned that Copilot - and by extension GenAI - is having a useful positive impact, enabling a more fulfilling work experience.

Some of the daily work experiences they shared with us include:

Struggling in virtual meetings: finding it harder to take notes and follow, and being more reluctant to speak up in and to act on.

“

If Copilot is helping me capture the details of my conversations, I can freely focus on the people I'm connecting with, without the anxiety associated with potentially missing important information.”

Being hesitant to write or send emails, questioning how they've expressed themselves.

“

Copilot helps me put a pause to reflect and check, before I send an article out. As someone with ADHD, my thoughts sometimes act faster than I can pause, and I send out documents or emails that haven't been properly crafted.”

* See appendix for definitions



Executive summary (page 2 of 3):

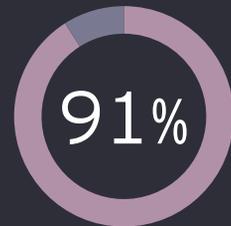
Being overwhelmed by emails, which can be hard to work through.

“

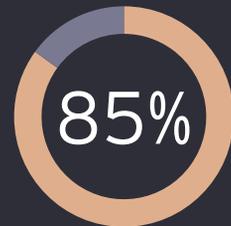
I use Copilot to draft or reword my emails, this makes me more comfortable and confident as I worry that due to being Autistic, I may word things in a way that neurotypicals might misunderstand.”

The outputs from this research study suggest that GenAI, through the lens of Copilot, can help improve the day-to-day working experiences for disability and neurodiversity communities. No single technology can solve for inclusion in the workplace, but it seems Copilot does impact the daily experience of employees with disability and neurodivergence and can evolve ways of working. **For example:**

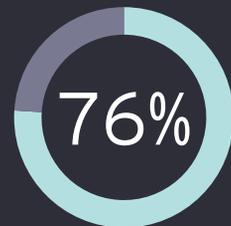
91% see Copilot as a helpful assistive technology.



85% believe that Copilot can create a more inclusive workplace.



76% report that using Copilot can help them thrive more at work.



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Executive summary (page 3 of 3):

This study has been designed by a diverse and representative team. We capture people's lived experiences through the report, highlighting some of their work-related challenges, and the impact of Copilot. While we have identified benefits, this report does not explore the ways to unlock the full value of this technology, or how to achieve inclusion in the workplace.

In this report, we signpost how Copilot can help boost the human side of work for the disability and neurodiversity community. Copilot cannot 'fix' inclusion in the workplace. But it can significantly improve accessibility and empower more inclusive ways of working. As we outline in section 2, the Augmented Inclusion* capability we identify is more urgent for younger generations, who bring their increased experience of neurodivergence into a more dispersed workforce.

“

There are a lot of people whose disability can keep them in the shadows, and there is a risk that they continue to be behind the scenes. But once they have the ability to use Copilot, they may start shining. There's a lot of great talent out there. This is about inclusiveness.”

Brian Kessler
Associate Director, Copilot Product Owner
Merck



* See appendix for definitions



Participating organizations

A wide range of organizations, from public sector to financial services, pharmaceuticals to telecommunications, consumer goods and not-for-profits participated in this study.

Thank you to Microsoft and the 17 organizations that participated, including those shown below, and others who contributed anonymously.



Special Olympics



PROGRESSIVE

WPP



Buckinghamshire
Council



Somerset
Council

FIS

Honeywell

We have aimed to use up to date and progressive language and terminology, however we recognise that alternative language may be used inside and outside EY. We acknowledge and appreciate that language used to represent aspects of identity is personal and subjective, and we respect and support the right of individuals to define their own identities. Similarly, we recognise that some people who are neurodivergent may or may not identify with the term disability, and that there can be sensitivities in conflating these agendas.



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Reflections

“

The initial insights from this research demonstrate how Copilot enables the disability and neurodiversity community to thrive and contribute to a more inclusive work environment. It also highlights the human potential for even greater impact with generative AI.”



Neil Barnett
Accessibility Leader
Microsoft

“

The hundreds of individual human stories we heard during this project really showed the value of generative AI in driving feelings of inclusion and accessibility at work.”



Helen Bentley
UKI Neurodiversity Community
Partner Sponsor
Ernst & Young LLP



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Beyond productivity

The impetus for this research was the insight that the narrative around GenAI is more often focused on practical skills and capabilities, rather than enhancing experiences - such as enriching the proposition for employees with disabilities or neurodivergent traits - that are currently less tangible for mobilizing change or defining the business case.

Why Microsoft 365 Copilot?

Copilot is ideal stimulus for a GenAI research study due to its integration into Microsoft 365 applications, an accessible platform that is used across multiple organizations.



Teams: transcribes, summarizes, captures notes and actions, whiteboarding



Word: delivers a first draft, summarizes, reviews and coaches



Excel: suggests formulas and chart techniques, offers insights



Outlook: summarizes the inbox, coaches, drafts new mail



PowerPoint: creates presentations, speakers notes, suggests layouts



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“

It's really useful for summarizing email chains or word heavy documents. Being dyslexic, this is a huge game changer for me.”

“

As a blind/low vision user, Copilot allows me to find information quickly without having to visually search. It also helps me to be more productive and complete administrative tasks quicker.”

“

As someone with ADD, I am now able to better focus during meetings and be truly present in conversations - not having to worry about taking constant notes to remember key points and follow up tasks.”

Investing in experience

Performance data is being tracked across organizations, especially from a productivity perspective:

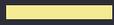
- In go-to-market acceleration
- In reduced operating cost
- In recruitment and retention [\[1\]](#)

However, it is important to consider the impact of technology beyond data that averages across employees. So, how is GenAI - with a focus on Copilot - impacting the working experiences of people with disabilities and/or neurodivergent traits?



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Is your next generation all in?



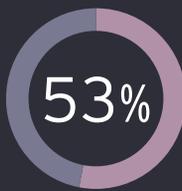
1 in 5

In the general population, 1 in 5 ^[2] people identify as neurodivergent...

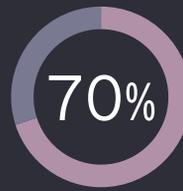


1 in 6

...while roughly 1 in 6 people live with a disability. ^[3]



Of Gen Z



Of Gen Alpha

But younger generations are more diverse. We see that 53% of Gen Z identify as neurodivergent, a trend predicted to intensify with Gen Alpha, reaching up to 70%, or more. ^[4]



4 in 5

Inclusivity is a hygiene factor for this generation, with four-in-five (80%) more likely to apply for a role with an organization that takes into consideration a broader set of needs, than one that doesn't. ^[5]

Our research confirms that Copilot helps 88% of respondents feel more productive. As populations change and shift, and today's younger generations become the majority of the workforce of the future, these technologies are great news.



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Microsoft 365 Copilot & inclusion

A “game-changer”

Respondents shared powerful stories with our research team, explaining how Copilot improves their daily work in ways that go well beyond productivity. For many, these changes have been transformative.

“

I would honestly pay out-of-pocket to carry on using it in work. Saying [Copilot] has helped 'save me time' isn't really enough. It helps me do so much.”

“

Copilot made every document inclusive for me. It helped me make images more inclusive to screen readers so that I can understand them and take action on them.”

“

Meetings are more considerate; we know Copilot will pick up on that better and colleagues who are hard of hearing have disclosed it's easier for them to follow.”

“

Copilot helps me be understood - Autism comes with many communication issues.”



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“11 feelings of inclusion”

In capturing these direct experiences, the research team adapted the “eleven feelings of inclusion” framework developed in 2020 ^[6] by Microsoft’s marketing advisory specialists to the study design. This emotional taxonomy is effective for categorizing what employees tell us they feel when they perceive that Copilot can...

- 01** ... help me conquer work challenges - Hope
- 02** ... make me more enthusiastic about the work I do - Zest
- 03** ... help reduce tensions or anxieties I have at work - Calm
- 04** ... help me achieve greater success at work - Celebration
- 05** ... help remove any distressing obstacles at work - Relief
- 06** ... make me feel more included within the workplace - Acceptance
- 07** ... create a safer workplace environment - Safety
- 08** ... bring a sense of clarity to ambiguity at work - Clarity
- 09** ... instill a sense of confidence in the work I do - Confidence
- 10** ... bring greater work satisfaction - Contentment
- 11** ... provide greater certainty at work - Certainty



By analyzing and clustering these themes, we arrived at a model of what we term Augmented Inclusion*: a more accessible and inclusive way of working that is specifically shaped by harnessing Copilot's integrated GenAI technology, applying a supportive learning culture, and creatively engaging employees with a disability or neurodivergent traits with the opportunities of change.

The main drivers of inclusion we identified in this model are:

Removing barriers

Employees with disabilities or neurodivergent traits may experience some working practices as hurdles on their path, e.g., if a team relies on virtual meetings they can't hear properly. A little help overcoming barriers can transform the experience of participation.

Improving productivity

Many employees can experience tensions, anxiety or doubts about their delivery of tasks and value to the team. Tools that amplify strengths or help employees manage around gaps can build their confidence and a sense of efficacy.

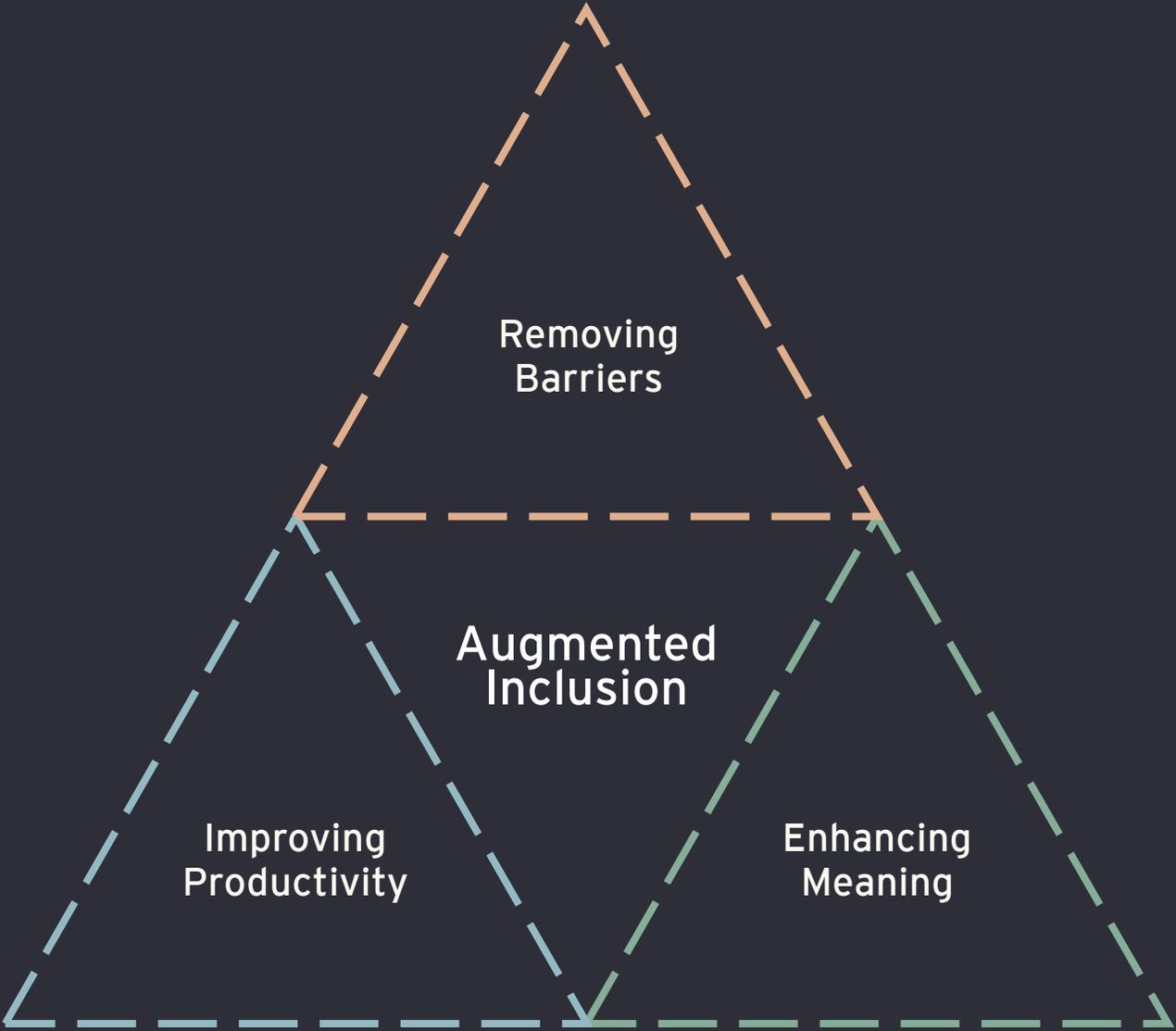
Enhancing Meaning

An important component of inclusion is how employees can derive meaning from their work. Enhancing a personal sense of recognition, respect and competency is a marriage of inclusive ways of working, technology and ethos.

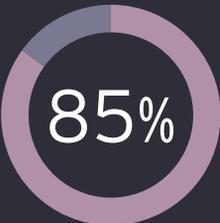
* See appendix for definition



Augmented Inclusion



Our research shows how, for many users, Copilot is not just a GenAI tool - it has become an active force for inclusion.



85% of users feel that Copilot creates a more inclusive workplace.

Of the “11 feelings of inclusion”, we find some are more widely experienced by users as being due to Copilot, especially in terms of **Removing Barriers and Improving Productivity**:



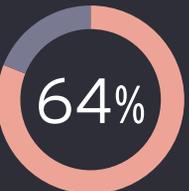
Hope: It can help me conquer work challenges



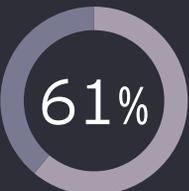
Calm: It can help reduce anxieties I have at work



Confident: It can instill a sense of confidence in my work



Clarity: It can bring a sense of clarity to ambiguity at work



Relief: It can help remove distressing obstacles at work

On the other hand, we find that employees who have a disability and/or neurodivergence associate the more relational feelings - those that arise from **Enhancing Meaning** - less directly with Copilot, and more with the wider organizational behaviors and culture:



Zest: It can make me more enthusiastic about the work I do



Acceptance: It can make me feel more accepted at work



Safety: It can create a safer workplace environment

This key finding deepened our insights, which we explored in 1:1 interviews, and which together guide our recommendations.

In summary, for overall Inclusion, we can show that Copilot does not 'fix' inclusion in the workplace, but it does enable accessibility and inclusion in significant aspects of ways of working.



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Removing barriers

Microsoft 365 Copilot's support can be a catalyst for removing or changing barriers in the workplace, building confidence and fortifying strengths.

“

I have moderate hearing loss so struggle when on phone calls with customers. Copilot transcribing the calls and summarizing it for me has made it easier for me to do my role and not have to worry about missing anything or asking for customers to repeat themselves. It has been invaluable to me as a member of the Deaf community and helped me become a better employee.”

Top forms of impact include:



Written communication

“

As a person with dyslexia and not a native English speaker, I struggle with every single email, report, summary, or document I create. Copilot helped me not only express my ideas with correct grammar and spelling but to make them more precise, concise, and formal (or other tone I wanted the text to have).”



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“

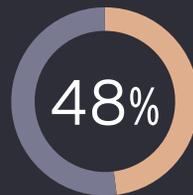


Memory and recall

I can struggle with meeting minutes due to short term recall issues. It helps me create actions and tasks”



Processing fine details



Concentration and focus levels

“

As someone who has ADD and utilizes hearing aids, it was difficult to hear, type all details, and have a fluid conversation. With Copilot, I can now focus solely on speaking to Hiring Managers and have great conversations knowing that the transcripts will catch everything and be able to give me a good outline.”

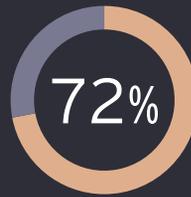
Since using Copilot, 83% of employees who have a disability or identify as neurodivergent feel more confident in using GenAI to assist them in their daily use of MS applications.



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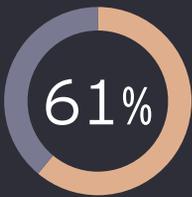
Barriers removed included:

Getting to a first draft faster

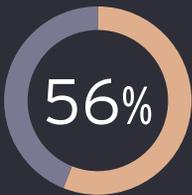


“

Due to ADHD Executive Dysfunction, I had been struggling to initiate a task and work out where to begin. Copilot helped remove the barriers of executive dysfunction and prevented me from wasting time by over thinking how it should be presented or where to start etc. This saved me a huge amount of time and energy.”



Structuring my thoughts



Identifying mistakes or errors

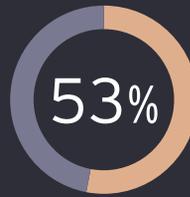
“

As someone who struggles with spelling, I used to reread my emails several times before I sent it, now I can use Copilot to proofread my emails. I save 2-5 minutes per one email that I send out.”



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Enhancing the accuracy of my content



“

As I am hard of hearing, transcripts allow me to go back and check what I think I heard in meetings. This is such a big help to me.”

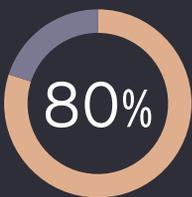
Making it easier to stay organized



“

“Day to day, Copilot supports me when I am stuck, and my brain has stopped working. I get task paralysis when I have too many things or can't get past the one thing I need to do. Copilot helps me with this.”

Applying Copilot allowed many employees with disabilities or neurodivergence to magnify the impact of their skills.



Feel that using Copilot enables them to better play to their strengths

As employees become confident with Copilot, they begin sharing use cases and tips with peers, further driving adoption. However, use of the technology alone will not drive inclusive change. Organizations that deliver specific Copilot training and education programs for employees with a disability and/or neurodivergent traits will be at an advantage so a focused first push is vital.



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Improving productivity

With standard processes or technology, many employees with disabilities or who identify as neurodivergent are performing *despite* their working environment, not because of it, experiencing cognitive drag and, frequently, a lack of spare energy as a result. However, our participants found they were able to reclaim time and energy with Copilot.



feel more productive at work

Everyday tasks that become more accessible and efficient include:

Understanding meeting contributions: 96%



Proofreading or quality checking: 94%



“

Pre-Copilot, I would have drafted an email, sat on it for an hour, come back to it, redrafted it and then not be happy with it and come back to it tomorrow.”

Creating follow up actions / tasks: 93%



Enhancing communication style: 90%



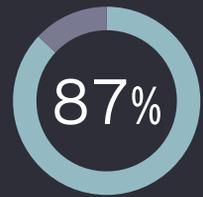
“

Copilot helps me check tone and content for my e-mails, especially in those messages where I have less rapport with a colleague. It takes stress/fear out of misreading my tone and ensures my intent and message is clear.”



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These efficiency and productivity gains help 87% of employees with disabilities or neurodivergent traits reduce the mental energy demanded by some tasks...



...and a massive 96% of them feel that Copilot saves them time - a huge factor in making space for fulfilling work.

These gains appear to build over time as employees discover new use cases and ways to harness the power of Copilot for different aspects of their work - for example, scanning and prioritizing tasks arising from their email backlog on return from vacation.

As expected, the more long-term the organization's commitment, the more deeply invested employees become in harnessing Copilot and swapping tips.



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Enhancing meaning

The more relational, meaning-making aspects of inclusion are also positively impacted by Copilot, though more indirectly. Following uptake of Copilot, what employees valued in their experiences was more to do with the self-respect they felt, and the recognition they received from team members and leaders as more of their strengths were realized.

“

It can help me do things with confidence that normally I would leave for others to do and get the recognition for doing. It extends the breadth of business activities I feel comfortable and competent doing.”

76%

report that using Copilot can help them thrive more at work.

85%

feel that Copilot helps them to perform better in their role.

“

I often must share meeting notes and minutes following meetings but due to my dyslexia and ADD it's hard for me to concentrate on what's being said and agreed whilst also taking notes. So being able to give the meeting my full attention and rely on the AI to make notes for me, which I can amend later, is a huge help.”



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Not only did it help to sharpen their craft and skillsets, but it also freed them to pursue the aspects of the work that inspire and energize them.



80%

feel that using Copilot enables them to focus on more meaningful things at work.

“

I have shared much more often and with more succinct content across my Leadership Team. This is a task that would have been on a to-do list in the past but now I can action it quickly and collaborate better with the team.”

Whether that’s focusing on tasks where they can have business impact, to get creative, or to achieve more personal goals of maintaining wellbeing and work life balance:



60%

feel they can focus more on strategic or high value tasks.

“

Copilot has helped me free up my capacity by giving me time to focus on personal life/work balance. I have a lot more time for fitness and eating healthy. I have more time for building relationships and networking. I have more time for mental health related mindfulness practice.”



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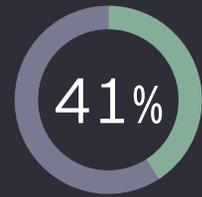
Meaningful improvements in:



Creative or innovative tasks



Greater work-life balance



Well-being

“

Copilot gives me the gift of time. So far, I feel like I'm able to manage my workload better. I'm not having to work as late as I used to.”

“

Copilot has generally made my life much easier at work and has helped me with report writing and distilling lots of emails and information. Specifically relating to my hearing impairment, it has helped with transcripts of conversations and being able to ask Copilot if I have missed anything and checking my understanding.”

Copilot can enrich work life balance of employees with disabilities or neurodivergent traits, and contributes to a sense of purpose and achievement in the workplace. In several cases employees noticed receiving praise and recognition from colleagues and leaders for their new contributions - a key cultural and relational dimension to finding meaning from work.



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We see that the business case for GenAI becomes more robust when it seeks to measure and improve this human dimension. We expect that winning organizations in this space will supplement their “Return on Investment” mindset to include measures for “Return on Employee”, including tracking wellbeing, job satisfaction, and other key employee metrics that contribute to shaping the sustainable human value of the organization.

“

[Copilot] evens the playing field with my neurotypical coworkers.”

“

Microsoft Copilot has been instrumental in levelling the playing field for our employees. By fostering more inclusive ways of working, it enables everyone to reach their full potential. Employees have reported the removal of barriers, increased productivity, and reduced anxiety and stress, creating a supportive environment that benefits everyone.”

Isabel Cervello

Sr. Director, Digital Products & Strategy

Special Olympics



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Case study:



Looking beyond ROI to “Return on Employee”

Like local governments around the world, Somerset Council in the UK faces significant pressure to balance increasing demand for services with ever-stretched budgets.

In response, in 2023, Somerset rolled out a pilot of 300 Microsoft 365 Copilot licenses across staff to explore potential impact on productivity and efficiency. Three months in, they saw that “AI was helping to reduce the pressure in the system” as intended, and curiously, that their employee groups focused on accessibility, disability and neurodivergent needs were highlighting benefits.

“

[I get] "more 'well dones' from our strategic director that I wasn't getting before."

Somerset Council employee

On investigation, Somerset Council saw that Copilot “gave them access to a digital environment, they never had before.” These employees were now empowered to approach new ways of working with confidence and impact. The learning from discovery led Somerset to refine their approach to ROI; while focusing on business efficiency metrics, they place real value on additional human metrics, encompassing the broader benefits of AI.

With the Council's increased focus, Microsoft delivered accessibility training and Somerset Council built a 7-week training course. Pivoting from a traditional business case, they approached the return from Copilot from a different perspective built around the benefits for their employees.

“

We have a significant budget problem and pressure in the system. To make an investment decision in Copilot, the assessment of the benefits needs to take into account the broadest view of those colleagues who need to work in a different way.”

Somerset Council leadership

Their AI Impact Goals evolved into 5 pillars: Accessibility, Wellbeing, Productivity, Upskilling and Performance. Upskilling is becoming self-sustaining, and peer driven. And through Copilot's native integration into Microsoft apps they already use daily, it has proven easy to adopt.

“

It's become self-sustaining, people are coming forward with tips and learning from each other.”

Somerset Council leadership

Somerset Council is currently focusing on tackling the question of, as one leader puts it: "How do we really mobilize this on a grander scale, so it becomes a part of our DNA?"



ACCESSIBILITY
AND DIGITAL INCLUSION

WELLBEING
OF OUR STAFF

PRODUCTIVITY
MONEY AND TIME SAVED

UPSKILLING
RETENTION & TALENT

PERFORMANCE
GREATER QUALITY AND CONSISTENCY

OUR AI IMPACT GOALS

The graphic features five stylized grey columns of varying heights on a tiered base, each topped with a horizontal bar. The columns are arranged from left to right, with the central column being the tallest. The text for each goal is positioned vertically next to its respective column.

Recommendations

We've found that Microsoft 365 Copilot is transforming aspects of the employee experience for those who identify as disabled or neurodivergent. As a silent partner, an equalizer and a remover of predictable obstacles in these employees' working lives, Copilot has improved confidence, motivation and impact.

Leaders should avoid treating GenAI as a short-term experiment for the organization, measured on a narrow productivity KPI - but instead make it a long-term commitment to include and invest in your diverse human contributors.

Copilot will be most effective in enhancing workplace inclusion when organizations embrace these four responsibilities:

01

To advance the inclusion agenda with GenAI:

Copilot can significantly improve day-to-day ways of working, becoming for many, an essential tool that helps demonstrate one's full potential while removing work-related anxiety and other negative feelings. However, it is not a panacea or a cure-all for workplace inclusion. Increased feelings of workplace "safety", "acceptance" and "zest" flow from behaviors and cultural priorities as defined by leadership.



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02

To level the playing field with Copilot:

Employees who identify as disabled or neurodivergent will invest in the ways of working Copilot unlocks where there is a long-term commitment to the tools.



of employees surveyed see Copilot as a helpful assistive technology.

03

To set the right foundations with training:

To set your people up for success, apply tailored training programs with a specific focus on accessibility needs, and disability and neurodivergence use cases. Once you achieve a critical mass, employees swap tips, and behavior changes can become more organic and peer-driven.

04

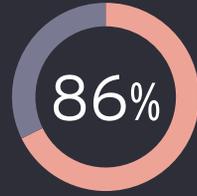
To see beyond ROI to 'Return on Employee':

Beyond what it can deliver in terms of productivity and efficiency, consider how GenAI can optimize the potential of everyone. We must think about how GenAI can uplift all employees, and supports your human strategy, from recruitment to engagement.



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For example, 86% of employees surveyed see Copilot as an attractive workplace benefit.



With more than 1.3 billion people who are disabled or neurodivergent, Copilot represents a huge opportunity. It can empower more people to thrive in the workplace, with powerful GenAI tools that can help us level the playing field for all.

“

At WPP, we believe fostering a true sense of belonging is essential to driving creativity, innovation, and growth. We are committed to building workplaces where everyone feels empowered to bring their full, authentic selves to work. By embracing cutting-edge technologies like GenAI and tools such as Copilot, alongside human experiences and insights, we are amplifying the potential of our people. Investing in state-of-the-art technology is a key part of our commitment to creating inclusive ways of working, ensuring every team member has the tools and opportunities to thrive in their own unique way."

LJ Louis
Chief Talent & Inclusion Officer



WPP



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Appendix

Terms used:

Neurodiversity

Refers to variance in how the brain processes information. It means that people think about things differently, have different interests, motivations, and strengths. Neurodiversity includes conditions such as autism, ADHD (Attention Deficit/Hyperactivity Disorder), dyslexia, dyspraxia, dyscalculia, dysgraphia, and Tourette's syndrome. Neurodiverse conditions and traits affect individuals along a spectrum.

Disability

Is a mismatch between a person's abilities and the demands of their environment. Disabilities may be visible or invisible. And there are 6 main categories of disability - relating to Vision, Hearing, Mobility, Speech, Cognition and Mental health condition. Any of us can experience disability at any time in our life, whether temporary, permanent or situational.

Inclusion

Inclusion is about building a psychologically safe environment where everyone experiences a sense of belonging and feels safe to be their authentic self and bring forward their perspectives and ideas.

Augmented Inclusion

Is a more accessible and inclusive way of working that is specifically shaped by harnessing Copilot's integrated GenAI technology, applying a supportive learning culture, and creatively engaging employees with the opportunities of change.



Participant definition and sampling:

- This research project was conducted by EY with employees who identify as disabled or neurodivergent from 17 different organizations across the world, spanning 7 sectors. Fieldwork ran between 03 September 2024, and 08 November 2024.
- The survey was approximately 10 minutes in length and conducted online, while the one-to-one interviews were approximately 60 minutes in length and conducted remotely over Teams. The survey was either programmed in English or translated into local language.
- For the survey, we deployed a convenience and purposive approach to sampling. To be eligible to take part in this study, employees had to have been users of Microsoft 365 Copilot within their organization, and they had to self-identify as living with a disability or being neurodivergent.
- Our contributing organizations only distributed the survey and extended the interview invitations to their internal Copilot license holders. Any employee license holders who did not identify as being disabled or neurodivergent were screened out of the survey and interview recruitment process.
- We did not set any quotas based on any disability or neurodivergence trait, we opted for a natural fall-out approach to enable us access to a larger sample pool of participants and to be inclusive to all employees.
- We also did not set any quotas by organization. This allowed us to account for the varying levels of enterprise size, their stage in Copilot roll out and the number of employees with disability or neurodivergence who have access to a license within each organization.



- Over the course of our fieldwork, we captured 317 survey responses from employees with disability and/or who identify as neurodivergent. We also facilitated 8 interviews with different employees who possess different disability and neurodiverse traits.

Methodological design:

- This mixed-methods research project was designed with the target audience in mind. We wanted to ensure that all participants could exercise their right to confidentiality, creating a safe space for employees to provide open and honest feedback about their experiences of using Microsoft 365 Copilot without the risk of being identified.
- We created a survey that was anonymous and not tied to an individual. For our one-to-one interview insights, we removed all reference to the participants (including names, age, gender) to protect their privacy.
- To respect the employees' rights over disclosure, while it was a prerequisite for respondents to identify as disabled and/or neurodivergent to be eligible for this study, we did not require respondents to reveal the nature of their disability or neurodiversity. This was an optional, additional field.
- In creating the questionnaire and before launching fieldwork, we wanted to ensure understanding across a range of different audiences. We liaised with 10+ members from EY disability and neurodivergence communities to cognitively test and improve the questionnaire and answer set.
- As part of programming, we built in a text-to-voice feature and optimized and tested the survey link for compliance with WCAG guidelines before launch.
- Additionally, this report has been designed for neurodivergent reading preferences, along with leading practices for low-vision, color-blindness, and assistive technology like screen readers.



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