

The background of the slide features a hand in a dark suit jacket pointing upwards, with a network of white lines and icons overlaid. The icons include a cloud, a shopping cart, a smartphone, a globe, a person icon, a folder, a mail icon, and a magnifying glass. The logo 'Helix' is in blue with a red and blue stylized 'X' inside the 'i', and 'opportunity' is in red lowercase letters.

Helix opportunity

UNLOCK THE POWER OF **HUMAN INCLUSION**

**Invite, Excite, Attract, Welcome &
Meaningfully Engage All People**

Helix Opportunity™ provides organizations with an authentic connection to the \$8 trillion global consumers with disabilities market.

We help great leaders maximize results and achieve Harmony at Work by going beyond the traditional approach to inclusion and accessibility compliance. Our suite of training, consulting, and design services empowers our clients with the ability to invite, excite, attract, welcome, and meaningfully engage all people, across all lines of business.

SERVICES

User Experience Research

Leading global organizations trust Helix Opportunity to reveal valuable opportunities and identify critical problems in their digital and physical products and environments. With over 15 years of experience using neuro-psychological and cognitive design techniques, we help ensure that your product will attract and meaningfully engage all people.

Our research services include:

- ✓ Global recruiting of test subjects with any type of disability
- ✓ Test development and planning
- ✓ Test execution at our San Francisco testing center, client location (worldwide), or online
- ✓ Results analysis and findings report including session video, eye tracking and focus
- ✓ Analysis, facial expression analysis, and brain wave mapping

Accessible & Inclusive Design

The Helix Opportunity design process transcends mere “access” or “inclusion” to create unique and meaningful experiences that all customers can share together, in the same way. We support our clients in designing brands, products, and environments that fully engage all people, including people with disabilities, in a seamless and fully shared collective experience.

Our design services include:

- ✓ Brand development
- ✓ Design of physical and virtual environments
- ✓ Product design
- ✓ Design of business strategies and processes

Accessible & Inclusive Learning Management System

Organizations that deliver employee training across multiple geographies and business units can find it difficult to create learning experiences that are engaging for everyone and also compliant with accessibility standards for employees with disabilities.

The advantages of our online Learning Management System:

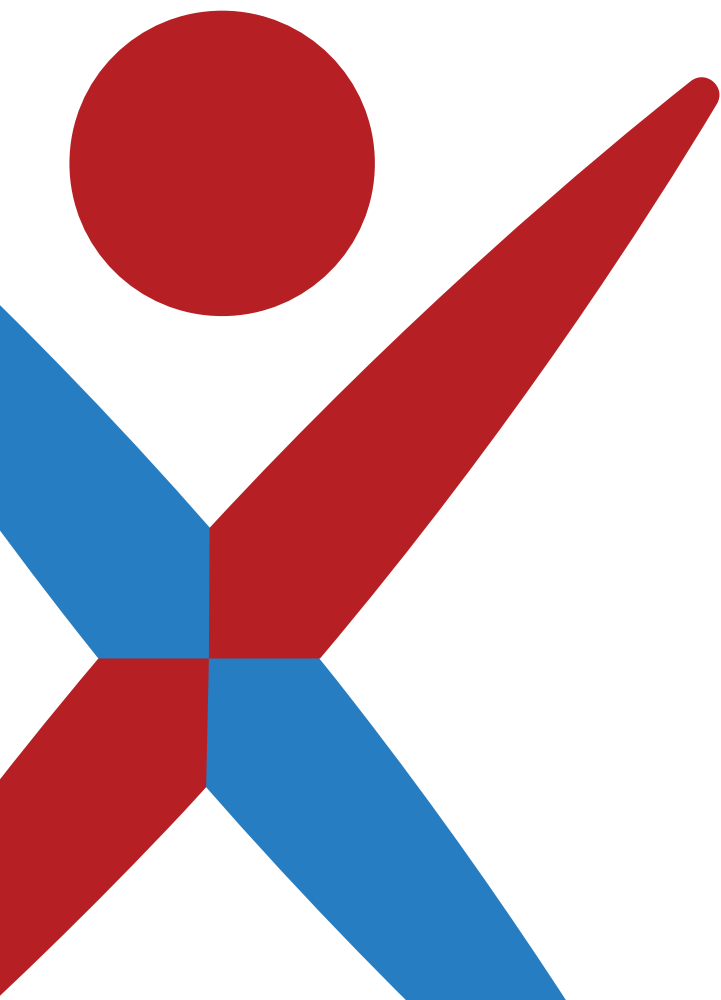
- ✓ Supports any kind of training content
- ✓ Delivers training that is engaging and accessible for everyone, including those with disabilities
- ✓ Ensures compliance with regulatory requirements
- ✓ Scales to hundreds, thousands, or tens of thousands of users

Organizational Development

Great organizations strive to build a collaborative, productive, innovative workplace where all employees do their best work. Unfortunately, “accessibility” or “inclusion” initiatives often unintentionally stigmatize all people by their differences (especially people with disabilities), resulting in a less effective organization for everyone. Helix Opportunity helps companies design processes and systems that enable employees from different cultures, backgrounds, perspectives, and functional abilities to thrive.

Our organizational development services include:

- ✓ Employee health & wellness
- ✓ Labor relations & compliance
- ✓ Staffing & recruitment
- ✓ Training



HARMONY AT WORK

Most Helix Opportunity engagements begin with a Harmony at Work Assessment. Through a questionnaire and two 30-minute follow up sessions, we'll collect the information needed to identify your greatest opportunities and most significant challenges. We then detail the results in a comprehensive Harmony at Work report. Whether you are hoping to improve your products, strengthen your team, or optimize your business practices, a Harmony at Work assessment will provide the visibility necessary to prioritize the highest impact initiatives.

Helix
opportunity

Get Started Today

Contact us today to schedule your
Harmony at Work Assessment

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Why Helix Opportunity?

Introducing Common Sense Design

Founded in 2009, Helix Opportunity has helped many world-leading organizations become more inclusive, more effective, and more profitable through the power of Common Sense Design.

Traditional approaches to accessibility often focus on the need for compliance as a problem to be solved. This can result in “separate but equal” customer experiences that are boring and unattractive at best, or counterproductive and alienating at worst. In contrast, the Common Sense Design process focuses on the benefits to be gained from true shared experience.

We believe that all human beings are unique, with differing functional, and sensory, strengths and weaknesses. Yet, there are ways in which all people are alike. The essential aspects of the human experience, such as birth, death, love, struggle, and emotion, unite us all. Products, environments, and services can connect all people through their shared human experience by engaging each person's strongest combination of senses and abilities. This is the essence of Common Sense Design. It is the core of who we are and what we do. All of our work, from organizational development to product design, is driven by this vision.

Common Sense Design creates more engaging, entertaining, and meaningful experiences for everyone, not just those with disabilities. The end result is much more than mere accessibility; it is a transformation that drives market leadership.

