

# CREATING A SUSTAINABLE DOCUMENT ACCESSIBILITY STRATEGY...

BEYOND JUST TAGGING PDFS



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# SO WHERE DO WE START?



# THE LAY OF THE PDF LAND







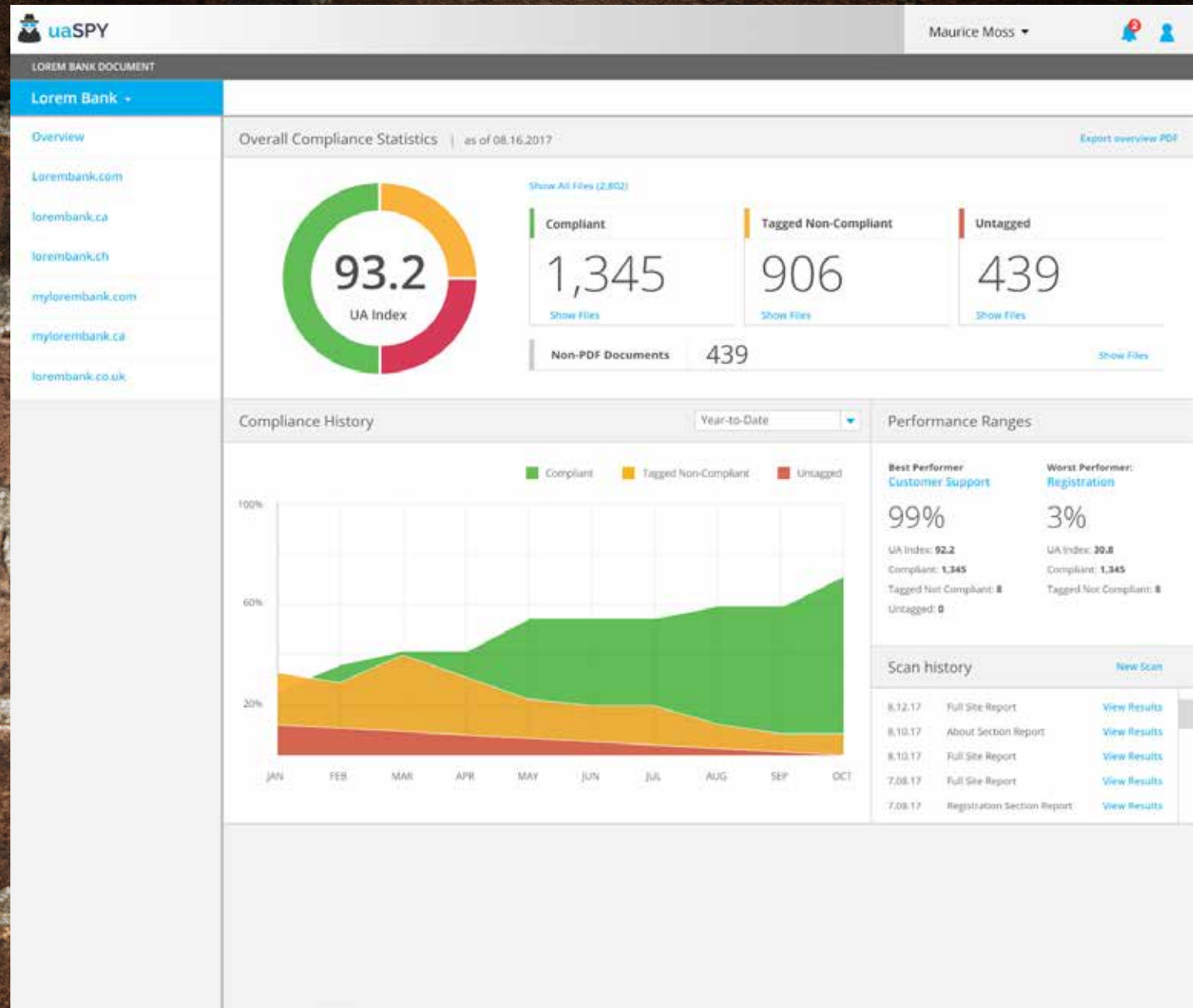
HELP

IT'S ALL ABOUT THAT  
BASE...





# UNDERSTANDING YOUR DOCUMENT LANDSCAPE



# INSTITUTIONAL REALITIES



- BUDGET FREEZES
- HIRING FREEZES
- LIMITATIONS OF TRAINING
- CORE COMPETENCIES

# WHY CHOOSE PDF/UA

NEVER APOLOGIZE FOR HAVING HIGH STANDARDS





# CASE 1: BALANCING WORKLOADS...



MINISTRY OF ECONOMIC DEVELOPMENT,  
TRADE AND EMPLOYMENT

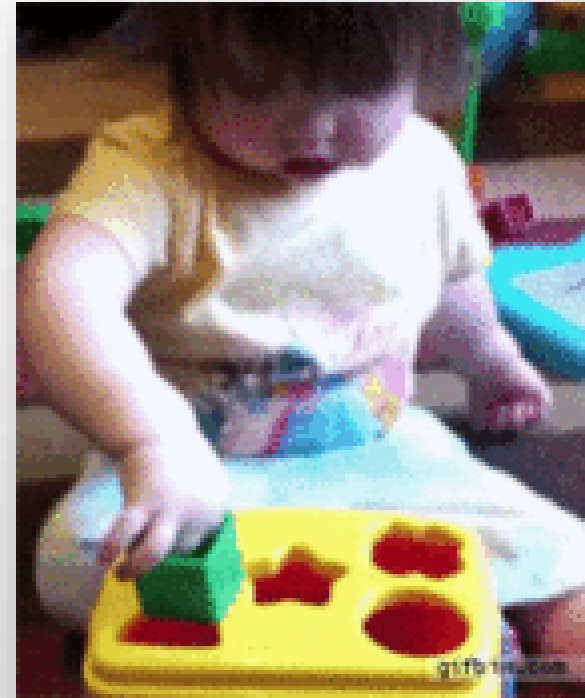
A black chalkboard with the text "80/20" written in white chalk. The "80" is on the left, a diagonal slash is in the middle, and the "20" is on the right. The chalkboard has a slightly textured, dark grey background.

80/20

# CASE 2: RIGHT APPROACH FOR THE JOB

**Deloitte.**

DELOITTE CANADA





# CASE 3: I WAS HIRED TO DO MY WORK...

Train everyone lavishly, you can't overspend on training.

(Tom Peters)

# CASE 4: COMPLEX SUBJECT MATTER



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