



How to leverage your axe-con experience to inspire immediate action within your organization

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How to use this guide

This guide is a collection of the top resources axe-con registrants can use to help achieve the 5 core requirements for sustainable digital accessibility.

Jump to the [Development](#), [Design](#), or [Org Success](#) sections for recommendations that align specifically with your role.

Start small and grow - or - go big and get bigger. Wherever you start, you'll be making a difference!



5 Core requirements for sustainable A11y

No matter where you are on your accessibility journey, there are 5 common elements any team needs to succeed with their initiative:

1. **Motivation** to practice accessibility
2. **Time** to practice accessibility
3. **Knowledge** to practice accessibility
4. **Automation and tools** to practice accessibility
5. **Expert resources available** to help you along the way



Navigate to the section most relevant to you

Development

- For folks on Dev teams looking to make apps & sites more accessible & influence those around them to improve.

Design

- For folks on Design teams looking to make apps & sites more accessible & influence those around them to improve.

Organizational Success

- For folks who have the influence and budget to make change happen. Executive, Program leaders, Product leaders & more.

What's in this guide?

All but a small handful of the assets referenced in this guide are free!

Most of the assets are from axe-con and are available with your existing axe-con login.

Assets designated with an *asterisk require sign-up.



Development

For folks on Dev teams (Developers, Testers, Quality Assurance (QA), Agile/scrum leadership, Technical Leaders & more) looking to make apps & sites more accessible & influence those around them to improve.

The motivation to practice accessibility in development

Job to be done	Supporting resources
Get support from Executives	<p>Digital Accessibility Legal Update - Kristina Launey, Seyfarth Shaw (axe-con 2023)</p> <p>The Business Case for Accessibility - Greg Williams (blog)</p>
Get support from Dev Management	<p>DevOps: Top Lessons Learned on Shifting Left for Accessibility and Other Experts - Gene Kim (axe-con 2023)</p> <p>*Show how you can squash a11y bugs with a free trial of axe DevTools Pro (product)</p>
Convince colleagues to make the individual effort and coordinate across teams	<p>Whose web is it, anyway? - Bruce Lawson, Independent (axe-con 2023)</p> <p>How to get Development on board with a11y testing - Dylan Barrell (blog)</p>
Build awareness, empathy and understanding of the impact of accessibility	<p>GitHub Accessibility: Bridging the Disability Divide through Code Collaboration - Ed Summers, GitHub (axe-con 2023)</p> <p>1 in 6 people globally have a disability (World Health Organization)</p>
Create and enforce process and policy; Build a culture of continuous communication	<p>*The Agile Accessibility Handbook - Dylan Barrell (ebook)</p>

The time to practice accessibility in development

Job to be done	Supporting resources
Justify the priority with management	<p>The Business Case for Accessibility - Greg Williams (blog)</p> <p>*Axe Developer Hub (Beta) - Demonstrate the minimal impact on new feature development by integrating a11y testing into existing test processes</p>
Determine or quantify the resource requirements	<p>*The Agile Accessibility Handbook - Dylan Barrell (ebook)</p> <p>*Where Accessibility Champions Can Find the Time & Knowledge They Need to Succeed -Greg Williams (webinar)</p>
Measure the success impact	<p>Measuring Ourselves: GitHub's Accessibility Scorecard - Kendall Gassner, Katie McCormick, GitHub (axe-con 2023)</p>
Implement dev policy to support high velocity, accessible development practices	<p>Building Consistent Development Habits to Achieve Accessibility at Scale - Members of the Amazon product accessibility and design teams (axe-con 2023)</p>

The knowledge to practice accessibility in development

Job to be done	Supporting resources
Determine priorities for testing	* How to Find and Fix the Top 3 Accessibility Issues - Sachin Gupta, Harris Schneiderman (webinar)
Determine how to best test for accessibility in dev/QA	Explore which testing tools fit your test methodologies (docs)
Know when to stop manual effort; when to use automation and when experts are required	* Automate Your Way to Accessibility - Dylan Barrell (webinar)
Make accessibility testing an ongoing program in dev	Our approach to accessibility at Miro, a real-time collaboration platform - Phil Strain, Stefano Baldan, Miro (axe-con 2023)
Build a program to train content-producing teams	* Where Accessibility Champions Can Find the Time & Knowledge They Need to Succeed Greg Williams (webinar)

The automation and tools to practice accessibility in development

Job to be done	Supporting resources
Implement automated testing tools	Enhancing Accessibility with AI and ML - Noé Barrell (axe-con 2023) * Free trial of axe Linter (product)
Implement semi-automated testing tools	The Semi-Automated Accessibility Coverage Report (report PDF) * Free trial of axe DevTools Pro (product)
Enable tool adoption and collaboration across dev teams	Next Generation Accessibility Test Automation - Jonathan Thickens, (axe-con 2023) Include accessibility in existing testing processes (docs)
Expand the toolset to provide as much consistent measurement as possible across the SDLC	What's new in axe - Dylan Barrell (axe-con 2023) Deque's People-First Approach to Computer Vision in axe DevTools - Dylan Barrell (blog)
Use tools to produce documentation and reporting on progress in accessibility	Extensive Testing and Reporting with axe DevTools - Harris Schneiderman, Deque, Shivaji Kumar, U.S. Bank (axe-con 2023)

Expert resources available to help you along the way

Job to be done	Supporting resources
Supplement automated testing with a manual testing audit performed by a subject matter expert	What to Look for in an Accessibility Audit - Glenda Sims (webinar) * VPATs 101 - what are they, when to use them, and how they can guide your accessibility practice - Heidi Kelly-Gibson, Will Creedle (webinar)
Inject accessibility expertise into development teams with pair programming	Hire a developer with deep WCAG and accessibility testing expertise
Validate that accessibility fixes in place are accurate	Next Generation Accessibility Test Automation - Jonathan Thickens (axe-con 2023)
Take action, account for progress, and then re-assess the ongoing program with expert leadership	* The Agile Accessibility Handbook - Dylan Barrell (ebook)
Build an ongoing system of training and knowledge measurement within your dev team	Accessibility QA Testing Curriculum (Deque University) Building Consistent Development Habits to Achieve Accessibility at Scale - Members of the Amazon product accessibility and design teams (axe-con 2023)



Design

For folks on Design teams (User Experience, UI design, Content, User Research, Design leadership & more) looking to make apps & sites more accessible & influence those around them to improve.

The motivation to practice accessibility in design

Job to be done	Supporting resources
Get support from Executives	Digital Accessibility Legal Update - Kristina Launey (axe-con 2023) The Business Case for Accessibility - Greg Williams (blog)
Get support from Design Management	Scaling Accessibility: An Accessibility Design Manager's Tale - Allie Thu, GitHub (axe-con 2023) * Show how you can prevent a11y bugs with axe Figma beta plugin (product)
Convince colleagues to make the individual effort and coordinate across teams	Essential Accessibility Annotations for a Smoother Design-to-Development Handoff - Carie Fisher, Testlio (axe-con 2023)
Build awareness, empathy and understanding of the impact of accessibility	Accessibility Beyond Compliance: Using Gamification as a Motivator - Nicole Bergstrom, Kerin Griffin, Hilton (axe-con 2023)
Create and enforce process and policy; Build a culture of continuous communication	Beyond Compliance: Best Practices for Designing Inclusive Products - Hannah Wagner, GM (axe-con 2023) * The Agile Accessibility Handbook - Dylan Barrell (ebook)

The time to practice accessibility in design

Job to be done	Supporting resources
Justify the priority with management	Prevent 67% of accessibility issues in design: Getting the Most Out of Your Shift-Left Regardless of your Program Maturity - Matthew Luken (axe-con 2023) * The axe for Designers Figma plugin (product)
Determine or quantify the resource requirements	* Where Accessibility Champions Can Find the Time & Knowledge They Need to Succeed (Greg Williams)
Follow a tactical roadmap for Design programs & measure success impact	Getting the Most Out of Your Shift-Left Regardless of your Program Maturity - Matthew Luken (axe-con 2023)
Implement and enforce inclusive design processes and policies	Operationalizing Inclusive Design - Saara Kamppari-Miller, Intel (axe-con 2023)

The knowledge to practice accessibility in design

Job to be done	Supporting resources
Understand accessible design requirements	Auditing Design Systems for Accessibility - Anna Cook, Microsoft (axe-con 2021) “Redesigning for Cognitive Ease” - Alyssa Panetta, University Libraries, University of Albany (axe-con 2023)
Performing user research and documenting personas	User Research and Personas for BARD Mobile - Willa Armstrong, Wendy Stengel, Julia Kim, National Library of Congress (axe-con 2023) Research Through Broken Lenses: The Need to ‘Shift Left in UX Research - Michelle Williams, Consultant (axe-con 2023)
Align business accessibility priorities with design and dev priorities	Bridging the Brand Experience Gap - Sachin Gupta (blog)
Collaborate with dev teams to develop cohesive processes	When UX and Development Collab - Aaron Pearlman (axe-con 2022) Essential Accessibility Annotations for a Smoother Design-to-Development Handoff - Carie Fisher, Testlio (axe-con 2023)
Build a program to train content-producing teams	* Where Accessibility Champions Can Find the Time & Knowledge They Need to Succeed - Greg Williams (webinar)

The automation and tools to practice accessibility in design

Job to be done	Supporting resources
Evaluate current design tools for their support of accessibility	<p>Auditing Design Systems for Accessibility - Anna Cook, Microsoft, Senior Inclusive Designer (blog)</p> <p>*The axe for Designers Figma plugin (product)</p>
Define requirements to bridge the “intent” gap between design and development	<p>Peloton: Setting Accessibility in Motion - Oliver Warfield, Be Birchall, Peloton (axe-con 2022)</p> <p>Is Closing the Web Accessibility Design/Development Gap a Bridge Too Far? - Sujasree Kurapati (blog)</p>
Implement tools to address requirements and current toolset gaps	<p>Screen Readers and Beyond: A Guide to Assistive Technology for Digital Access - Crystal Preston-Watson, Salesforce (axe-con 2022)</p> <p>Enhancing Accessibility with AI/ML Noe Barrell (axe-con 2023)</p>
Define a process of continual evaluation and improvement	<p>Getting the Most Out of Your Shift-Left Regardless of your Program Maturity - Matthew Luken (axe-con 2023)</p>

Expert resources available to help you along the way

Job to be done	Supporting resources
Assess the current digital accessibility understanding in your design teams and initiate internal awareness	Going from Zero to One in Accessibility - Ramya Ramaswamy, Facebook (axe-con 2022) * VPATs 101 - what are they, when to use them, and how they can guide your accessibility practice - Heidi Kelly-Gibson, Will Creedle (webinar)
Train design teams in principles and practice of accessible design to build internal resources and expertise	* Accessibility for Designers Curriculum (Deque University)
Validate that accessibility fixes in place are accurate	Engaging in Access Early: How designers can validate concepts and seek feedback from the disability community before it's too late - Brandy Bora, Verizon, Claire Kearney-Volpe, Mailchimp (axe-con 2022)
Define ongoing training plans to support improvement and internal expertise	Creating an Accessibility Powerhouse: Training and Expertise Are Foundational - Paul Bohman (Blog)
Take action, document progress, and continually assess your program with help from experts	Building Accessible Design Systems – Try, Try, Try again - Daniel Henderson-Ede, Meghan Morris, CVS Health (axe-con 2022)



Organizational Success

For folks who manage and oversee programs, and who have the influence and budget to make change happen. Executive, Program leaders, Product leaders & more.

The motivation to practice accessibility

Job to be done	Supporting resources
Tie accessibility to business metrics to get executive sponsorship	<p>“Update on the State of Accessibility” - Preety Kumar, Dylan Barrell, Deque (axe-con 2023)</p> <p>The Business Case for Accessibility - Greg Williams (blog)</p>
Build awareness of value across the organization	<p>How to Build the Foundation For Digital Accessibility - Greg Williams, (blog)</p> <p>Accessibility Awareness Lab Resources</p>
Get buy-in from departmental and team leaders	<p>“Trust is the true measure of inclusion. Change my mind.” Elle Waters, Adobe, Senior Accessibility Product Manager, Digital Experience - (axe-con 2023)</p> <p>Change Management for Accessibility - Michael Harshbarger, Heidi Kelly-Gibson, Deque (axe-con 2022)</p>
Train and equip teams and break down silos	<p>Creating an Accessibility Powerhouse: Training and Expertise Are Foundational - Paul Bohman (blog)</p>
Publicize ongoing success metrics, plans, and goals	<p>“The Accidental Accessibility Activist” - Katherine Lewis, LinkedIn, (axe-con 2022)</p>
Create a formal central accessibility team (CAT) to facilitate cooperation and organization-wide resource use	<p>Where Accessibility Fits in an Organization: Decentralized vs. Centralized Model - Greg Williams (blog)</p>

The time to practice accessibility

Job to be done	Supporting resources
Workshop with teams to determine roles and responsibilities	<p>Panel: Getting Your Organization Started with Accessibility - Mixed team of panelists from PwC, The New York Times, and other organizations (axe-con 2023)</p> <p>Getting the Most Out of Your Shift-Left Regardless of your Program Maturity - Matthew Luken (axe-con 2023)</p>
Plan structure around how to practically incorporate accessibility into current processes	<p>Making Friends: Accessibility at Scale - Donna Bungard, Indeed, Sr. Accessibility PRogram Manager, MARketing (axe-con 2023)</p>
Create a long-term plan for your entire organization with achievable milestones	<p>Accessibility at Google: Lesson Learned - Eve Andersson, Google (axe-con 2023)</p>
Measure velocity/results and report/communicate across the organization	<p>Accessibility Program Fundamentals: Choosing the Right Accessibility Metrics - Greg Williams (blog)</p>

The knowledge to practice accessibility

Job to be done	Supporting resources
Develop and implement an organization-wide accessibility awareness and ongoing training program	Accessibility Awareness Lab Resources
Build in-house accessibility expertise within and across departments	“Working from Within: Having a Disability and Working in Digital Accessibility” - Deque expert panel (axe-con 2023)
Use third-party experts to evaluate and improve your entire program	What is Accessibility Coaching and why does it matter? Michael Fairchild, (blog) Research Through Broken Lenses: The Need to ‘Shift Left in UX Research - Michelle Williams, Consultant (axe-con 2023)
Bring the centralized accessibility team (CAT) team together frequently to share insights and solve problems	Buy a pizza and meet!
Create a flexible, inclusive disability/accessibility policy and get buy-in across the organization	* The Agile Accessibility Handbook - Dylan Barrell (ebook)

The automation and tools to practice accessibility

Job to be done	Supporting resources
Determine organization-wide goals to achieve with automation and tools	Accessibility Beyond Code Compliance - Aaron Gustafson, Microsoft (axe-con 2023)
Implement accessibility testing monitoring and auditing tools	* axe Monitor - (product) * axe Auditor - (product)
Encourage tool adoption and collaboration across all teams using consistent rules and metrics	Collaborative planning, the forgotten step of accessible development - Michael Fairchild (blog) Measuring Ourselves: GitHub's Accessibility Scorecard - Kendall Gassner, Katie McCormick, GitHub (axe-con 2023)
Evaluate the centralized accessibility team (CAT) tool set and fill in gaps as appropriate	Changing the way you think and work: agile accessibility audits in the product life cycle - Elle Waters, Adobe, John Piotrowski, Deque (axe-con 2022) How to Use axe DevTools in the Dev Workflow - Dylan Barrell (video)

Expert resources available to help you along the way

Job to be done	Supporting resources
Assess the current state of digital accessibility understanding across your entire organization	Accessibility Maturity Models - Jonathan Thurston, Walmart, James Thurston, Atos (axe-con 2023)
Train centralized accessibility team (CAT) members in principles and practice of successful accessibility programs	What is Accessibility Coaching and why does it matter? Michael Fairchild, (blog)
Determine priorities for an ongoing accessibility program and what knowledge gaps exist that could create challenges	Building a Dynamic Accessibility Program in a Regulatory Environment Jennifer Cowan, Scotiabank (axe-con 2023)
Take action, account for progress, and get third-party help as needed	Change Management for Accessibility - Michael Harshbarger, Heidi Kelly-Gibson, Deque (axe-con 2022)
Continually assess the ongoing program; move towards reliance on in-house leadership	Change Management in Accessibility: Strategic Execution Framework - Michael Harshbarger (blog series)



Summary

Good luck on your accessibility journey!

Don't forget to [fill out the post axe-con event Survey](#).

We're raffling 2,000 free axe-con goodie packages to survey respondents!



Need more help? Consider booking time for a strategic consultation.

[Book a consultation.](#)